Drug & Cosmetic INDUSTRY

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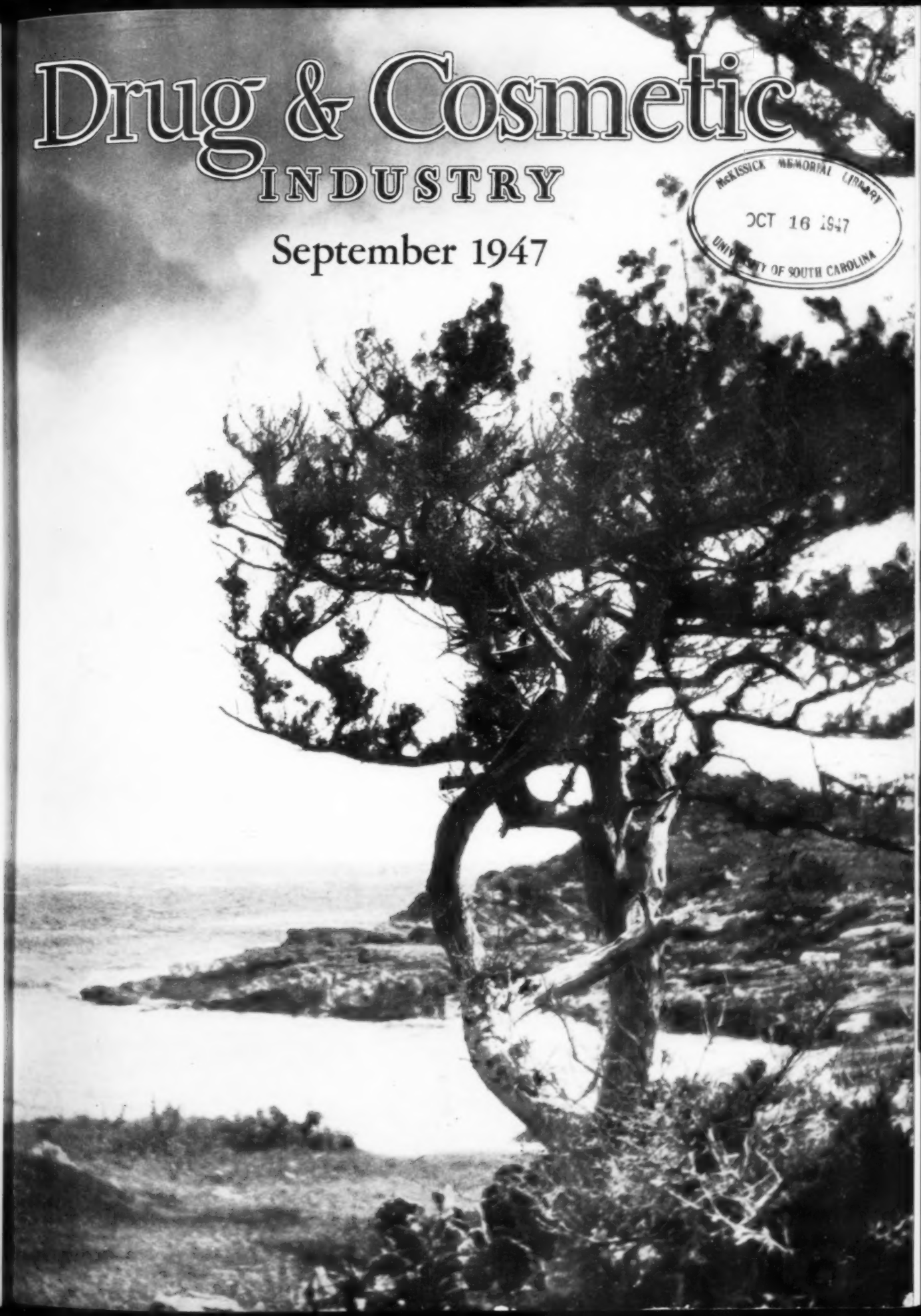

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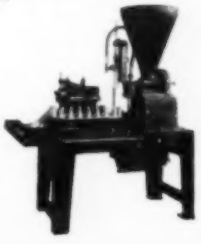

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Drug & Cosmetic INDUSTRY

SEPTEMBER 1947

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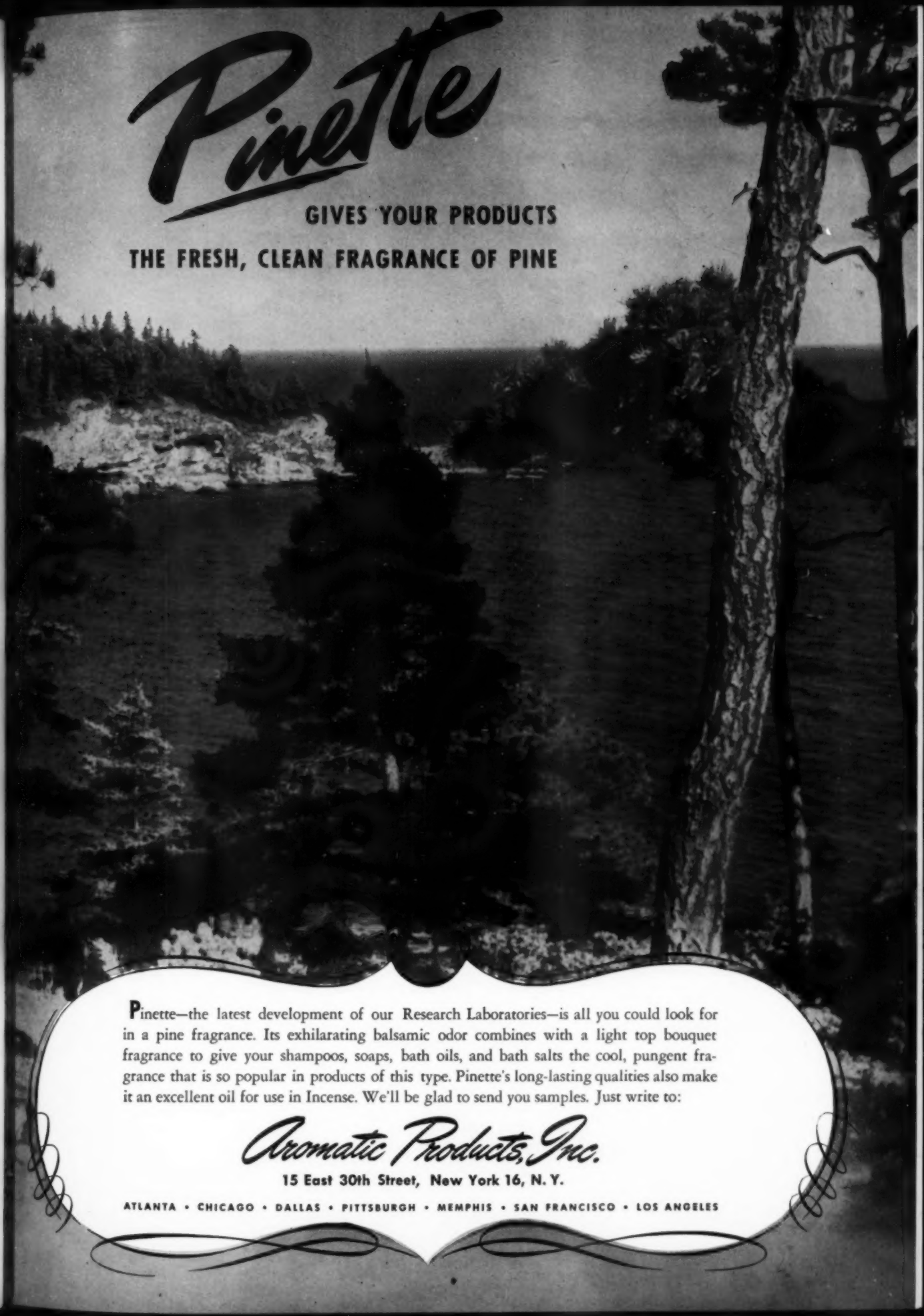

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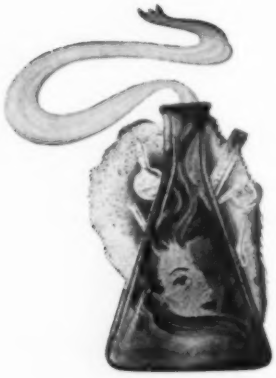

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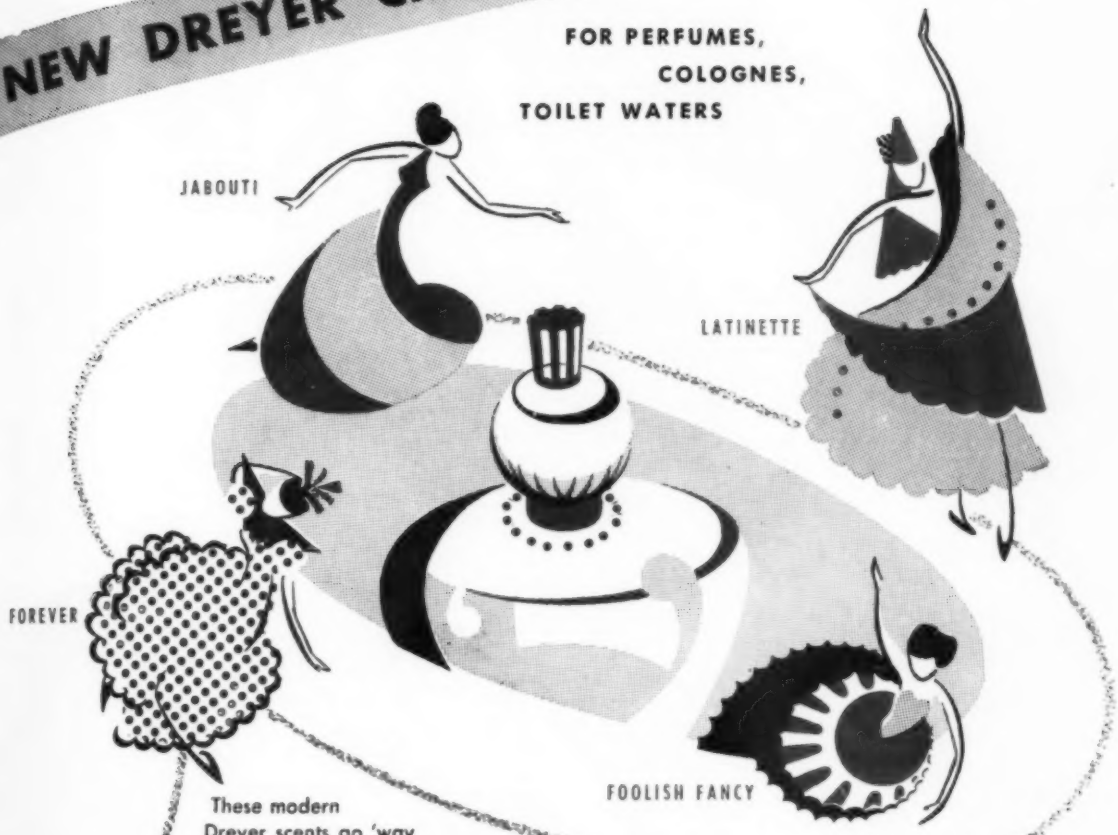

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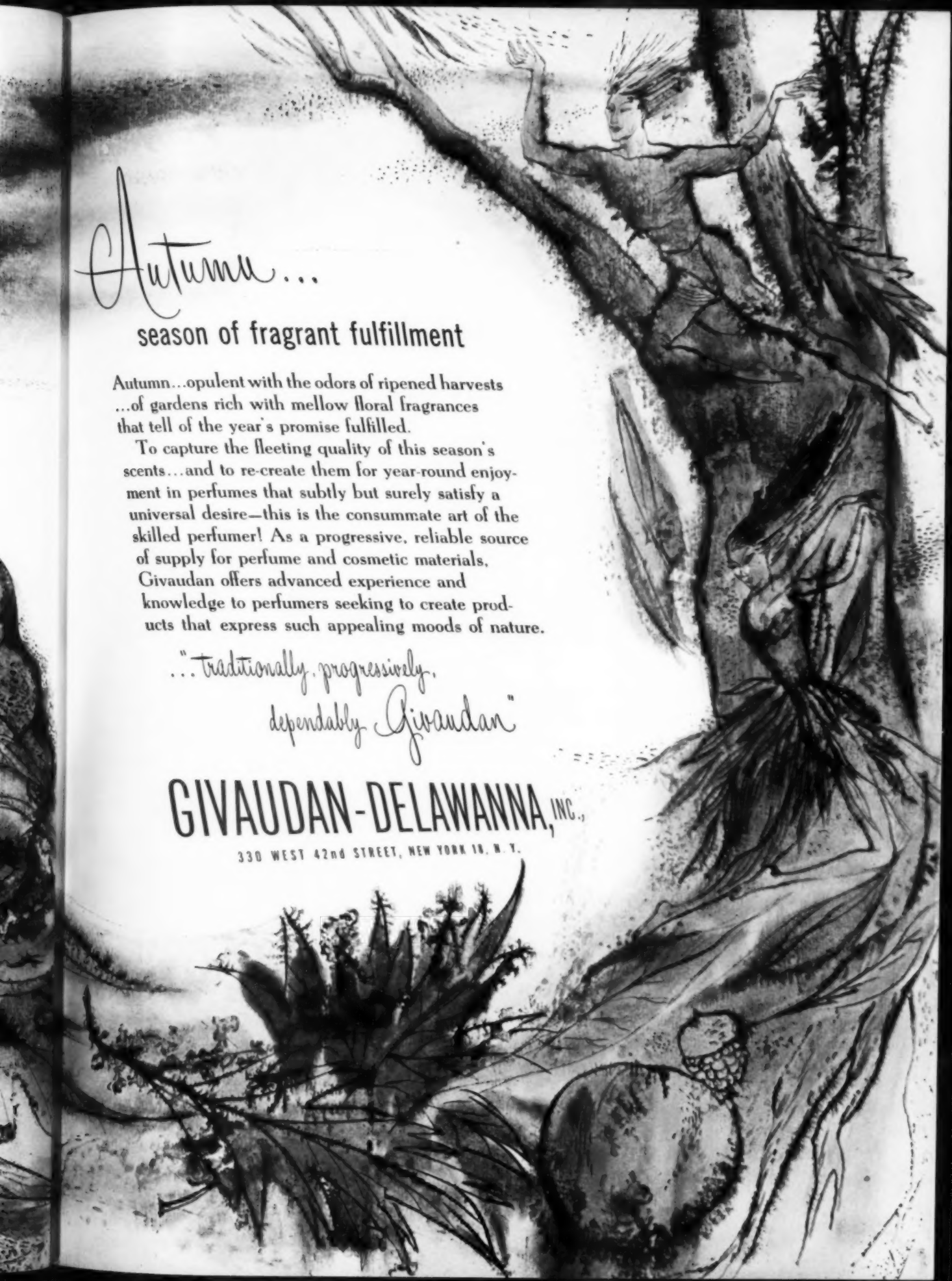
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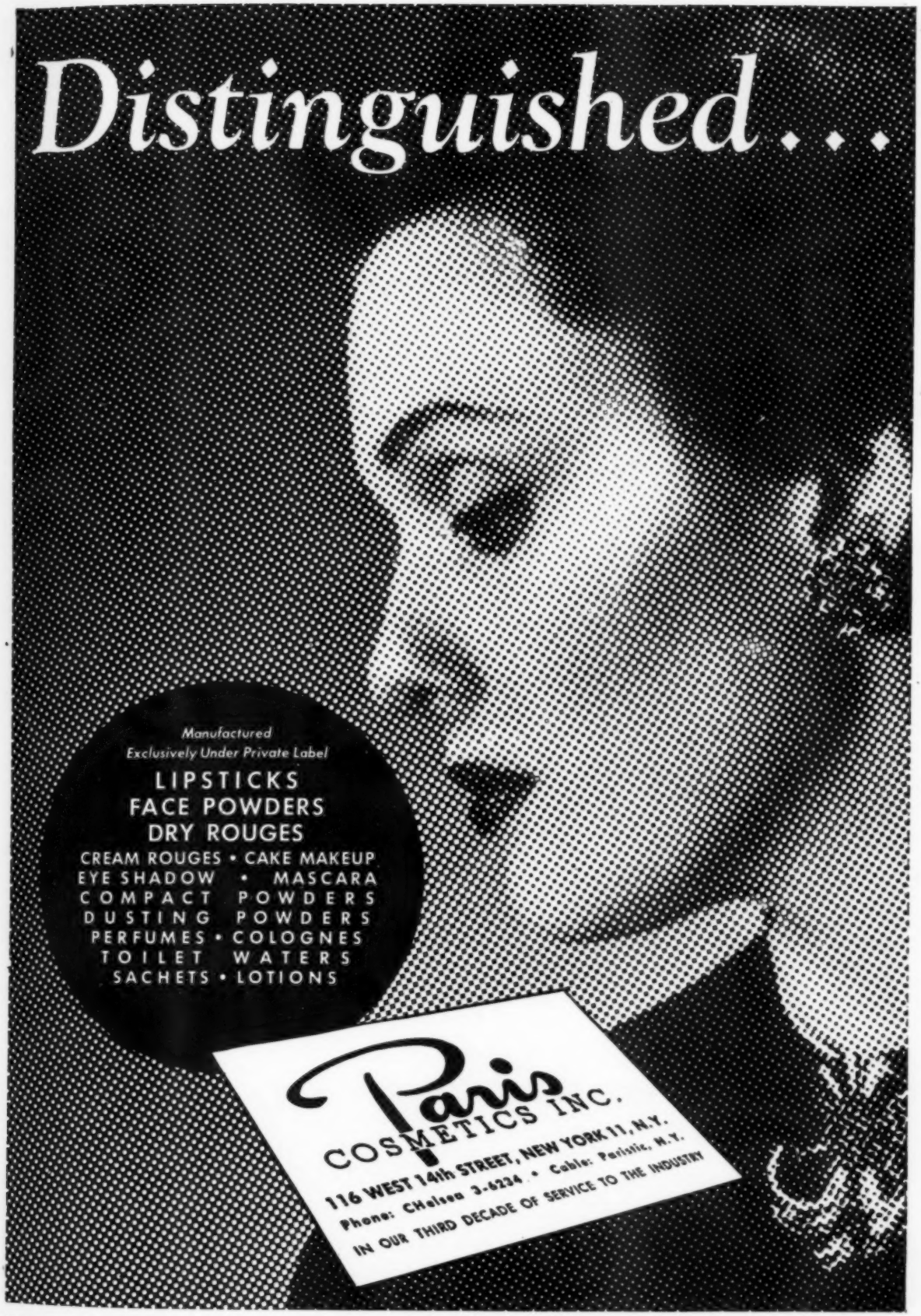
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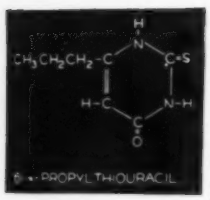

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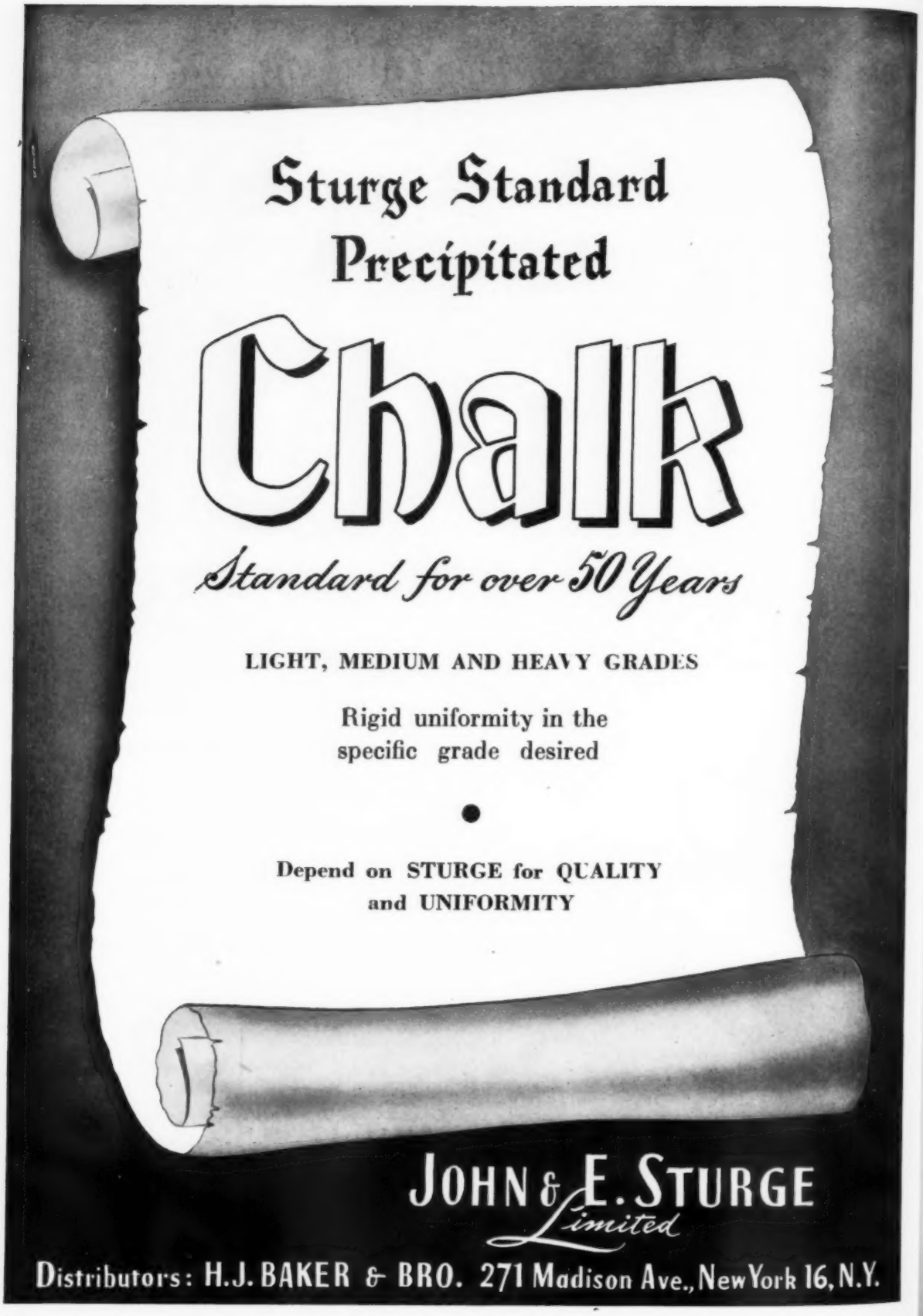
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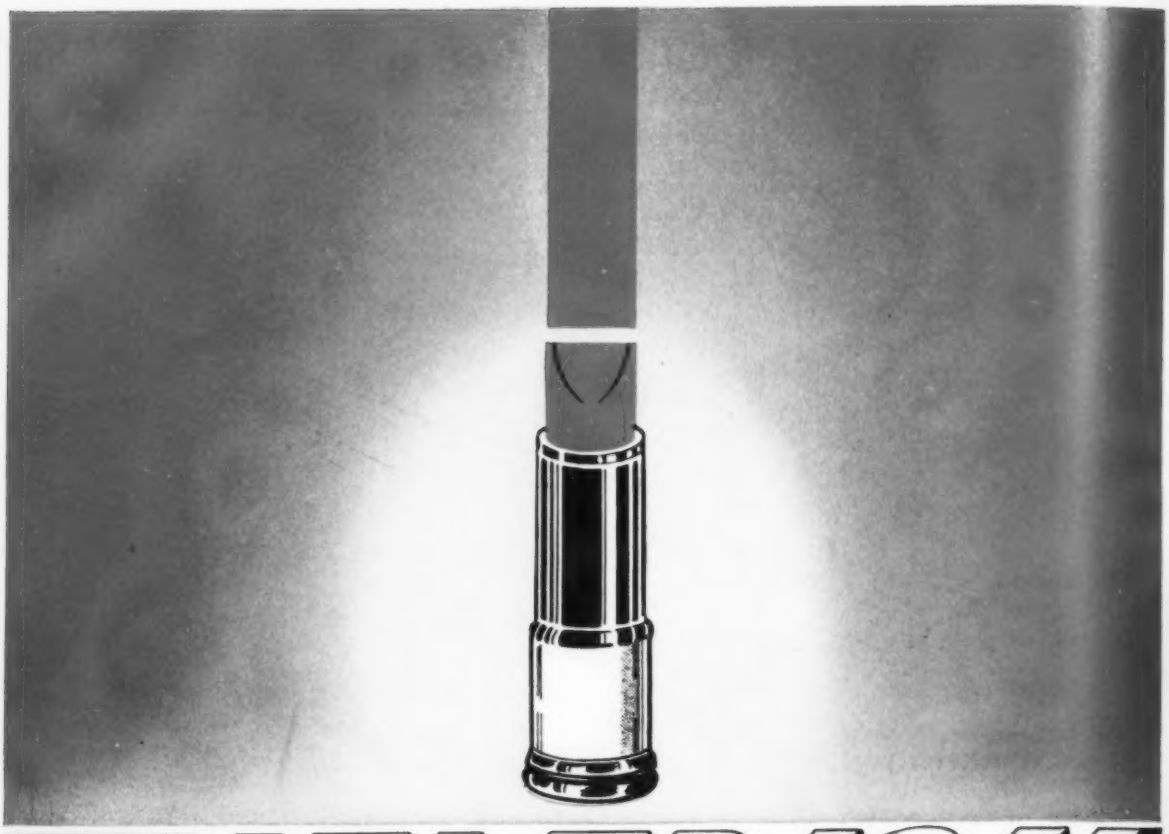

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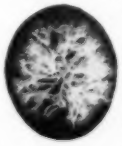

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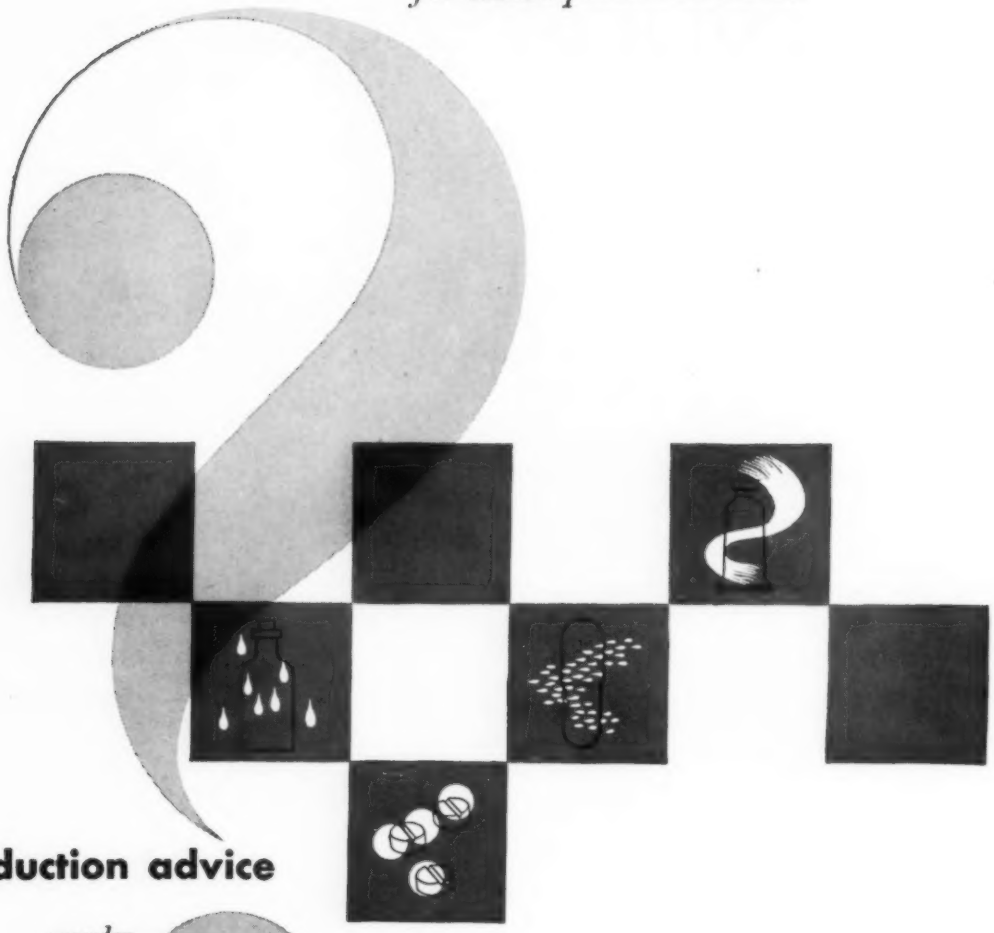

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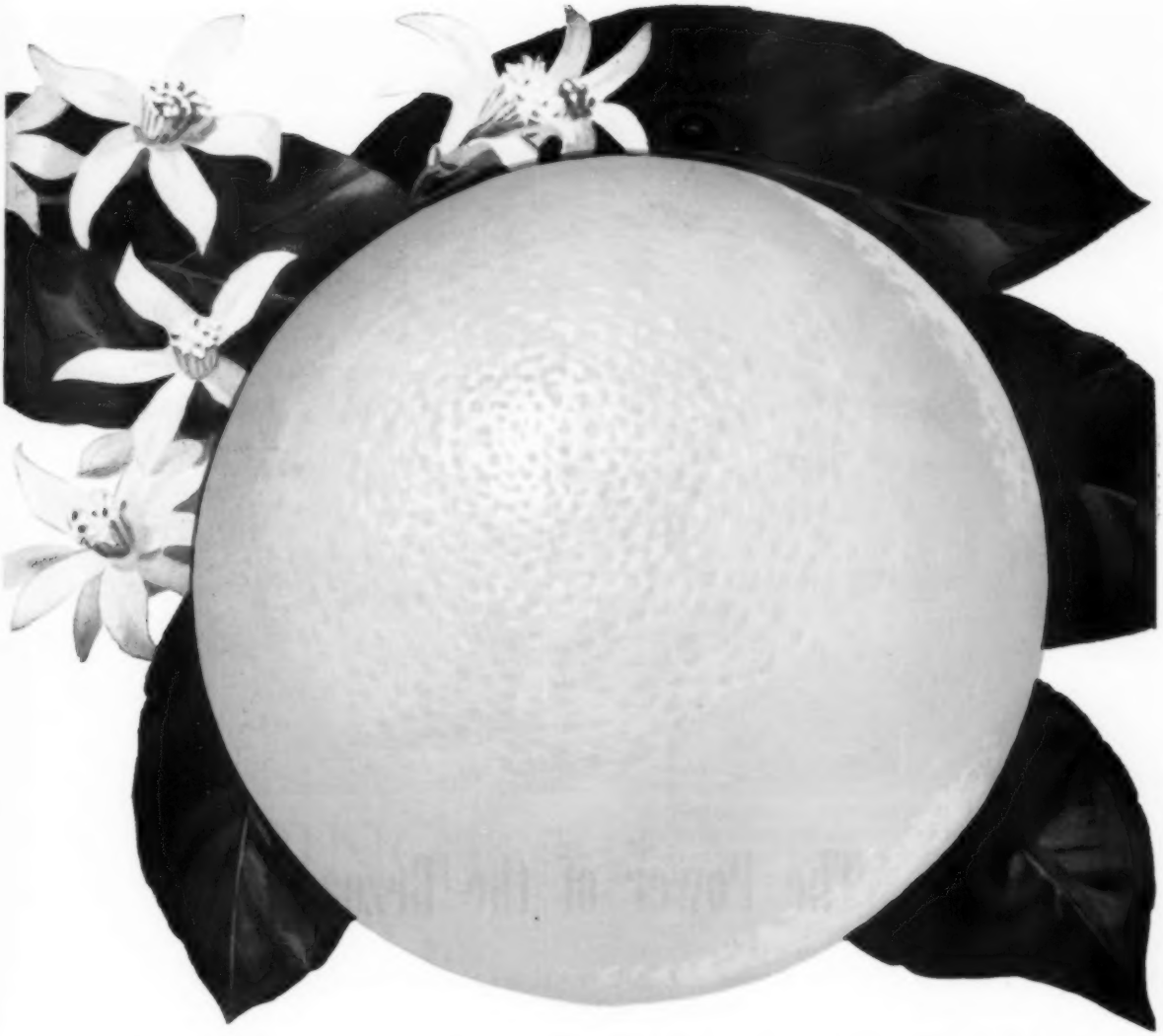

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The Power of the Bezoar

Various concretions from the intestinal tracts of animals —bezoar stones—were held in high esteem by physicians and the general public from the days of Charlemagne to those of Napoleon. The stones were calculi which had formed from deposits of calcium phosphate around nuclei such as hair or the stone of a fruit.

Fabulous prices were paid for bezoars. In doses of from four to thirty grains they were taken internally as an antidote for all poisons and as a remedy for fevers. External application of bezoars was used for skin diseases, even leprosy. Rich citizens gave bezoars as gifts or treated them as family heirlooms. Three bezoar stones were presented to Napoleon by the Shah of Persia.

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New Import Procedure

NEW procedures for handling import shipments of drugs, cosmetics, and foods went into effect September 1, at the New York Station of the Food and Drug Administration. These changes enable the office to give better service in the distribution of information regarding the status of import shipments under the Food, Drug, and Cosmetic Act. The main change is that two green tickets are now attached to each invoice for foods, drugs, or cosmetics offered at the Port of New York, instead of one green ticket which was formerly attached. If the shipment is stamped out "No Sample Desired," the invoice and both green tickets will be so stamped. One green ticket will be delivered to the broker's or importer's box in the Appraiser's Stores, and the other green ticket will be retained at the Station. Receipt of a green ticket so stamped will constitute advice that no sample is desired, and therefore the shipment will not be detained. If the shipment is to be sampled, both green tickets will be so stamped and will carry the laboratory number assigned to the shipment. One green ticket will be returned to the broker's or importer's box, and sampling notice will be mailed to the importer of record immediately. This notice is an advice to hold the shipment intact at the Port of New York until acted on by the Food and Drug Administration. The second green ticket will be delivered to the broker's or importer's Customs box on completion of the laboratory examination. Deliveries will be made twice a day at 10 A. M. and 2 P. M. When so delivered, it will be marked "Released" or "Detained" followed by the date and the reason for the detention. Formal release or detention notice will be mailed to the importer of record at once. Under the new system, no oral information of any kind concerning the status of a sampled shipment prior to the issuance of formal release or detention will be given either over the telephone or to brokers, and no visits to the import office should be made for this purpose.

New FSA Administrator

OSCAR R. EWING has been named Federal Security Administrator by President Truman, to succeed Watson B. Miller, who has been moved to the position of Commissioner of Immigration and Naturalization. Mr. Ewing, is a member of the law firm of Hughes, Hubbard and Ewing, of New York, and has long been well known in Democratic circles, he has also been counsel for many years for several drug and chemical firms. Mr. Ewing has served as Assistant Chairman and Vice-chairman of the Democratic National Committee from 1940 to 1947, except for a short time when he was serving as special prosecutor in Government cases. He is 58 years old and worked his way through the University of Indiana and Harvard Law School. Since the Food and Drug Administration comes under the jurisdiction of the Federal Security Agency, Mr. Ewing will be the top man in enforcement of the Food, Drug, and Cosmetic Act.

Cosmetic Sales and Essential Oils

WHILE the sales of cosmetics during this year have shown a slight decline at retail, the position of the manufacturing industry at the present time is far better than it was during the first months of this year. The lack of buying by retailers during the early months of this year was plainly due to these retailers working down their inventory levels. Now these inventories have been worked down and the retailers are again buying goods from the manufacturers. This has been felt by all those who sell raw materials and other things to manufacturers. Essential oil manufacturers began to feel this change over a month ago, after having an extremely slight movement of goods during this year up to that time. The lack of demand for essential oils from cosmetic manufacturers had the natural effect of driving down the prices of a great many essential oils from the abnormally high prices which were previously quoted. So that when the cosmetic manufacturers came back into the market for supplies, they found prices quoted much more to their liking and they were more willing to buy than they formerly had been. Naturally no consumer will buy ahead on a falling market, since he always expects the market to go lower, but, nevertheless, the buying that was done strengthened the market to a minor extent.

Allergy Fund Becomes Active

THE American Allergy Fund, organized a little over a year ago, is now ready to launch its "large scale, coordinated research program," according to S. S. Kalwary, executive secretary. The trustees of the fund, nine allergy specialists and six public-spirited laymen, estimate that it will cost approximately $1,500,000 to conduct its educational and research program over the next two years. To combat the mysteries of such diseases as hay fever, asthma, migraine and other allergic conditions, the Fund is offering a number of grants for scientific research, not to exceed $3,500 each year to individual investigators in the biological sciences.

Many large industries which have sensitivity problems, are supporting some of the Fund's research projects. Important pharmaceutical and cosmetic firms are also cooperating with the Fund, since many persons are made seriously ill by using ordinary drugs, soaps, and cosmetics. The five-point program of the Fund is: to finance research in basic sciences; keep physicians informed of the latest developments in allergy; encourage medical students in the study of allergy; promote public education in allergy and help to provide care for needy allergic children and adults.

Streptomycin Output Up Sharply

STREPTOMYCIN production in July ncreased 104 per cent over the previous month's output for a total in July of 1,000,753 grams, which is virtually equivalent to the entire 1946 output, reports the Department of Commerce. The substantial increase in production, plus the trend of foreign and domestic consumption and the desirability of maintaining incentives to continued expansion, led the Department of Commerce to authorize an export quota of 300,000 grams for August, against 125,000 grams for July.

WAA to Fold in '48

THE War Assets Administration expects to be out of the drug, pharmaceutical, and cosmetic business by January 1, 1948, according to Administration officials. WAA is offering its remaining stocks of sulfa drugs, aspirin powder, and nationally advertised brands of toiletries and plans to follow these sales with an offer of its remaining inventory of silver protein. When WAA completes its disposal job it will have a record of more than 50 cents returned on each dollar in acquisition costs for the millions of dollars of drugs and allied products which passed through its hands, officials predict. Many of these supplies have gone to WAA's largest single customer, the Veterans' Administration, which not only satisfied much of its current needs for medical supplies from WAA stocks, but has been buying ahead for use after WAA stocks are exhausted. Last month WAA had an inventory of $2,000,000 worth of sulfa drugs comprising in both powder and tablet form: sulfaguanidine sulfadiazine, sulfapyridine, sulfanilamide, and sulfathiazole, the last of an aggregate inventory of $5,000,000. Very little sulfathiazole remained for sale at that time. The Administration also had an inventory of $2,500,000 of nationally advertised brands of cosmetic including tooth paste, tooth powder, Burma Shave and Marlin shaving cream, the latter in brush and brushless, shampoos, Fitch and other hair tonics, and about $20,000 worth of shaving brushes. Also in stock was about $500,000 worth of offbrand cosmetics, mostly shaving creams and lotions, and when offered these are to be sold primarily for export so as not to disturb the domestic market of small producers of these products. The $500,000 worth of mild and strong silver protein is also to be conducted this fall. Surplus Argyrol is all gone. All sales are being conducted on a national basis with wholesale druggists, chain drug stores, other retail druggists, hospitals, hospital supply houses, drug and chemical manufacturers and exporters all getting an equal chance to buy.

Essential Oils and Dollar Credits

FOREIGN offers of essentials are made at low prices for the purpose of the exporters obtaining dollar credits upon which they can make excellent profits. This is so in the case of cassia oil from China. The exporters of cassia oil export the oil at any price that can be obtained, and they do not care whether they flood the market here or not and thus force down their own values of the oil. For when these exporters of cassia oil obtain dollar credits here, they buy other goods in this country with these dollars for import into China. When they obtain these goods they can sell them in China at fantastic prices and thus realize a far greater profit than they formerly obtained when they sold cassia oil to this country at far better prices. In other words, these cassia oil exporters in China are operating a sort of black market in Chinese currency which people in China with nothing to export to America cannot do.

"They Sell Drugs, Too"

THE following editoral appeared in the "Denver Post" for July 18, 1947:

"Druggists at a convention in Colorado Springs heard complaints that grocery stores now are selling patent medicine.

"Druggists may not be aware of it, but their business is being threatened in other quarters, too. We feel that they should be warned. Believe it or not, hardware stores are selling screwdrivers, sporting goods stores are selling tennis rackets, tobacco shops are selling cigarettes and clothing stores are selling raincoats.

"Extreme alarmists say book stores are even selling books, but that probably is a gross canard. Unless restaurants begin serving meals, the druggists need not become too concerned, however, especially since it seems certain that the post office will not be able to encroach seriously on the postage stamp business."

Cutter Laboratories International

CUTTER Laboratories, the Berkeley, California biological firm, is the latest company in this industry to set up an international corporation for the promotion of inter-American trade. Cutter Laboratories International will not, at present, manufacture its own products, but will be responsible for the marketing of Cutter products in foreign countries. One thousand shares of common stock with $100 par value, have been issued and are all held by the parent company.

Grove To Get Back Its Quinine

GOVERNMENT stocks of quinine hydrobromide totalling about 1,500,000 ounces, are to be returned to Grove Laboratories from which the material was taken at the beginning of the war when the Government was frantically trying to build up its supply of quinine salts. Grove will receive the material by exchanging quinine sulfate for it in accordance with an offer made to the Government by Grove. Grove is also to receive a small fee to cover certain costs involved in the exchange transaction. Army and Navy officials decided that the offer should be accepted because the quinine hydrobromide is of no particular value as an antimalarial and the cost of reworking it is an expensive undertaking. Also there would be a loss of from 10 to 25 per cent of the amount of quinine contained therein resulting from reprocessing. The exchange is to be spaced in several transactions each involving several hundred thousand ounces at a time.

International Congress Recognizes Industry

THE International Congress of Pure and Applied Chemistry, which recently met in London gave birth to a new section—number fourteen of the Congress—devoted exclusively to essential oils, flavoring materials, and cosmetics. Thus these important groups of products are now recognized in international scientific circles. The suggestion for the formation of the section came from French members of the Congress, and this was gratefully acknowledged by electing Robert Henri Biename, president of the Societe de Chimie Industrielle, and a man well known and respected in the French perfumery industry, as honorary president of this section. R. K. Allen, director of Stafford Allen & Sons Ltd., was the chairman, M. F. Carroll, chief chemist of A. Boake, Roberts & Co. Ltd., vice-chairman, and Dr. W. Mitchell, chief chemist of Stafford Allen & Sons Ltd., honorary secretary. These men arranged an excellent program of thirteen papers which were delivered at the first meeting of section fourteen.

Veterinary Prescriptions

WE noted recently a question being raised as to whether the prescription legend label should be used on veterinary products, and we got to wondering whether the animals could read. However, we found out that the animals had to be protected against the lay poultryman and livestock producers who can read.

Food, Drug, and Cosmetic Bar Association Section

FOLLOWING the establishment a few years ago of the successful Section on Food, Drug and Cosmetic Law in the New York Bar Association, a special committee, headed by Charles Wesley Dunn as Chairman, has petitioned the American Bar Association to establish a similar section. Other members of the committee are Leslie D. Harrop, counsel for the Upjohn Company and general counsel of the American Drug Manufacturers Association; James F. Hoge, general counsel for the Proprietary Association; Lee Reeder; and Oscar Titiev. The petition, written by Mr. Dunn, states that the Federal Food, Drug and Cosmetic Act "is a law of great national importance and scope; and the national interest in it is deep and mounting. For these and other reasons and because it presents infinite legal questions this law requires many lawyers to deal with it. They are located throughout the country; their number is large; and it is increasingly increasing. And it was inevitable that in the course of time they would institute action to organize the bar in the field of this law, to promote constructive study as a fundamental law of the land."

The Druggist and Other Outlets

THE problem of distribution of medicinal products through various channels continues to exist and last month at the meeting of the American Pharmaceutical Association much discussion was had on the subject. It is the old story of trying to restrict to druggists alone the sale of practically all drug products, except in instances where drug stores are too far apart to make this practicable. The manufacturing interests are naturally divided on the subject in accordance with the types of products which they manufacture. Naturally a manufacturer of proprietary remedies wants as many outlets of all kinds as possible, while the ethical manufacturers are inclined to have everything restricted to pharmacists. The subject is a matter for state legislatures, but it is a subject that can never be settled to the satisfaction of everyone.

The FTC Cosmetic Rules

THE Federal Trade Commission is still working on the rules to be proposed for the cosmetic manufacturers and these rules should make their appearence this month or next. After they are issued, another hearing will be held to discuss the rules that the Commission has issued. Some time following this hearing, the rules will be reissued in final form and they will then constitute the Commission's interpretation of the law which it enforces with respect to the cosmetic manufacturing industry. Therefore, it behooves every manufacturer in this industry to be sure to get a copy of these rules when they are issued, study them carefully, and then attend the hearing prepared to discuss these rules intelligently. It will be too late to complain about not liking the rules when they are promulgated in final form by the Commission.

Menthol Brief

BRAZIL continues to be our main source of menthol in these early postwar years, with Japan and China supplying very little of this essential raw material of this industry. The wartime development in Brazil has continued to grow and goods are offered from that country at prices competitive with the prices of Japan and China. The surprising thing about Chinese menthol is that it is not being offered at constantly declining prices as are cassia and anise oils. These two items are offered cheaply to this country so that the Chinese shippers can get dollar exchange. With the dollar exchange they buy American goods which can be sold in China at exhorbitantly high prices. The only reason why this is not being done with menthol is that supplies in China must be very short and there is little or none to offer.

Vitamin Plant in South Africa

A VITAMIN concentrating plant now being erected in South Africa will start operations in January, 1948, and thus a new industry will be added to the growing economy there. Vitamin Sales Corp. of South Africa, Ltd., owner and operator of the plant was recently formed to initiate and develop advanced facilities for refining shark liver oil in South Africa using the Solexol process.

Food Prices Important to All

THE sharp and continuing rises in the prices of food products is bound to react unfavorably upon products of other industries if it is not checked. People have to eat, and if food takes a far greater part of the family budget than ever before, the purchase of other products for family use must be curtailed. This is probably the most serious situation that this country has faced during the war or postwar period to date. The rises in food products will probably be mitigated by inability of consumers to buy as prices go higher, and by switching by consumers to more plentiful and cheaper products. However, as long as we are called upon to feed the world, demand for food products is going to be so great that prices will not drop sharply.

Glass Container Let-Down

THE glass container manufacturers have had quite a noticeable let-down in demand over the past few months so far as the drug branch of this industry is concerned. Cosmetic manufacturers demand for containers—as well as for raw materials—fell off sharply at the opening of the year, but now a recovery has set in. But since sometime last May, the drug manufacturers have been in a somewhat similar position. Liquid petrolatum is said to have fallen off sharply in demand as well as many other items. It appears that the situation is brought about by the same factors that caused the curtailment in cosmetic demand—heavy inventories all along the line which must be liquidated before the industry gets on a firm footing. A number of manufacturers with large stocks of glass containers are said to be trying to liquidate these inventories at prices below list with no takers. Some newer specialties of drug manufacturers are said to be not as effective as was expected resulting in large inventories in the hands of manufacturers, wholesalers, and retailers. However, once these inventories are cut to normal proportions, demand of containers will be on a proper basis.

Iodine Research Award

THE Iodine Educational Bureau has established a biennial award of $1,000 to recognize and encourage outstanding research in the chemistry and pharmacy of iodine and its compounds as applied in pharmacy or medicine. The award will be administered by the American Pharmaceutical Association through a special awards committee composed of Louis Gershenfeld of the Philadelphia College of Pharmacy and Science, Harvey B. Haag of the Medical College of Virginia, John C. Krantz Jr. of the University of Maryland, Frank O. Taylor of New York, chairman of the Combined Contact Committee, Charles O. Wilson of the University of Minnesota, and Herbert W. Youngken of the Massachusetts College of Pharmacy, with Justin L. Powers, chairman of the National Formulary Committee, Washington, D. C., as chairman. The recipient will deliver a paper or lecture upon the subject of his scientific work at the meeting of the Association at which the award is conferred.

Surgical Abuses Cited

THE medical profession has long had its troubles and abuses within its own ranks, and much criticism has been aimed at the entire profession because of these conditions. The problem of needless operations and unskilled surgery being performed in this country by members of the medical profession was discussed early this month by Dr. Harold L. Foss before the thirty-third clinical Congress of the American College of Surgeons at the Waldorf-Astoria, New York. A license to practice medicine in this country, said Dr. Foss, not only entitles its holder to prescribe drugs, but it also allows him to prescribe anything in the whole surgical realm. Ability to cope with the complex problems with which the surgeon is confronted is rarely possessed by a man who has not had sound training and long apprenticeship to older surgeons. Yet the "glamour" of surgery and the promise of increased financial reward are "so alluring that they are difficult for the recent graduate to resist," even though the time and means to acquire thorough training are lacking, he said. This temptation has been heightened, according to Dr. Foss, because 40,000 young medical officers, returned to civilian life following the war, have found it difficult to find residencies for further training. For every vacancy available, he said, there are hundreds of applicants.

Cancer Solution Not Certain

A WARNING that along with the impetus given cancer research through the recent "crusader's attitude" of the lay public, there are also inherent pitfalls, was given recently by Dr. Allen O. Whipple, clinical director of Memorial Hospital, New York. "There is at present a growing impression that if enough science and money is concentrated on the problem, it will be quickly solved—as was the atom bomb," he said, "But the lay public fails to realize that the bomb was developed, not from a new discovery, but from an enormous amount of scientific data already discovered." Unfortunately there has been no such large amount of authentic data discovered in the cause of cancer, he explained, and there is still "much to be learned" before a solution can be given to the expectant world.

Prescriptions Increasing

DR. EARL R. SEARLES of Chicago estimates that American families obtained more than 350,000,000 prescriptions from their pharmacists during the past year. This increased pharmaceutical practice and higher professional standards, he said, are resulting in more and more corner pharmacies being completely devoted to health services.

Greensboro Honors O. Henry and Richardson

THE City of Greensboro, North Carolina, is honoring the memory of O. Henry (William Sydney Porter) and one of his distinguished contemporary fellow townsmen, Lunsford Richardson, founder of the Vick Chemical Company, by setting up in the Greensboro Historical Museum a Memorial Room. Both O. Henry and Lunsford Richardson worked in Dr. Porter's Drug Store which was originally owned by O. Henry's uncle, but which was later owned by Mr. Richardson. The Greensboro Historical Museum Society has assembled and arranged for permanent display a rare collection of O. Henryana, including original manuscripts, letters, documents, and first editions of his works. It has also created as part of the memorial, in the atmosphere of the 1880's, a section of one of the city's historic institutions, the old Dr. Porter's Drug Store.

Cutter Strike Settlement

A STRIKE of a week's duration at the Cutter Laboratories, Berkeley, California, ended last month with the signing of a contract containing a no-strike, no-lockout pledge; an agreement by management not to sue the union for unauthorized wildcat strikes and work stoppages but with management having the right to discipline employees who take part in this type of strike; and a ten cents an hour basic wage increase effective with the signing of the contract which runs for one year. A compromise agreement on wages was reached which withdrew the paid holidays previously offered by management, and increased by this amount and an additional two and one-half cents the hourly rates over the company's previous offer. Of the 800 employees at Cutter Laboratories, 500 are members of the United Office and Professional Workers of America, local 225, CIO.

Vanilla Beans from Hawaii

VANILLA beans from Hawaii are a possibility for importation into this country according to Dr. Alexander Katz who states that on a recent trip to the islands of Oahu and Hawaii he found vanilla plants growing in abundance. They grow wild on both islands, and Dr. Katz also found some in large quantity on the estate of Lam Quon. The beans were cured rapidly by means of artificial drying by use of infra-red rays. Dr. Katz brought back samples of the cured vanilla, containing approximately eight per cent of moisture and upon extraction he "got a vanilla extract which is finer in taste and aroma than material made from the best beans imported from Mexico and Madagascar." Dr. Katz has delegated some friends on the islands, who are in the flavoring business, to look into the possibility of obtaining quantities of such vanilla and also to investigate the possibilities of production of vanilla in the future.

DCAT Golf Trophy

A NEW DCAT Golf Trophy will be competed for this year the first time at annual meeting to be held at Shawnee this month. The new trophy is a beautiful sterling silver cup about 22 inches high, appropriately decorated and engraved. Each year the name of the winner will be engraved on the cup and anyone winning it three times will be the permanent owner of it. Each year's winner will receive a special prize properly engraved to fit the occasion. Harold C. Green, of L. Sonneborn & Sons, is chairman of the golf committee. He is aided by William W. Huisking, of Chas. L. Huisking & Co., Paul Miller, of Golden Fleece Corp., and V. E. Williams, of Monsanto Chemical Co.

New Alcohol Plant in Canada

PLANS for the construction of a commercial alcohol plant using sulfite liquor are announced by Commercial Alcohols, Ltd., Montreal. The new plant, which will be the largest sulfite liquor plant in the world, will cost $2,500,000, and will produce 2,000,000 gallons of ethyl alcohol annually, processing 700,000 gallons of sulfite liquor every twenty-four hours. The plant site is located next to the Gatineau Mills division of the Canada International Paper Co.

Asks Separate Drug Administration

LESLIE D. HARROP, general counsel for the American Drug Manufacturers' Association and counsel for the Upjohn Company, is of the opinion that the Food and Drug Administration should be split into separate branches—a Food Administration and a Drug Administration. His reason for this is that he regrets the fact that the top man in the administration is always more concerned with foods than with drugs, although highly competent. Mr. Harrop observes: "Sometimes it has been a bit disheartening to sit down to discuss the difficult and grave task of controlling important drugs only to find the top officials of the Food and Drug Administration groping for comparisons, talking in terms of canned peaches or canned shrimp. It would seem wholly logical and for the best interests of all concerned if the head of the drug control of the Federal government should be a man trained in pharmacy who has that field as his principal interest."

In addition to this observation, Mr. Harrop feels that "pharmacy appears to be suffering from legal malnutrition. More and more news counters, eating places, cigar stands and the like are offering drugs for common ailments. Hopelessly outdated and inadequate drug laws are responsible for this ever increasing easing into the pharmacy field by purely commercial enterprises."

New Horizons For The Chemical Industry

Expansion and Diversification in Big Companies Calls for Top Executives with a Broader Outlook and Should Be of Benefit to the Entire Industry.

WITHIN recent years great change has come over many of the drug, cosmetic, and chemical companies generally considered as part of this industry. This change has been due to the expansion of these companies into other fields within the industry itself or into fields which are only slightly, or not at all connected with the industry of which they were originally a part. Companies which were originally suppliers of medicinal and fine chemicals have broadened their activities to such an extent that the volume of business done in other types of products outstrips the volume done in the original phase of their businesses.

Manufacturers of medicinal and fine chemicals for the drug, cosmetic, and allied manufacturers who are large users of these types of products have expanded into all manner of industrial chemicals, plastics, metals, and other raw materials. One of these companies now has some twenty-four plants in this country, plus three other plants in Canada and England. This company now has one plant at which constant research is carried on in atomic fission. Well do most of the companies in this industry remember when this particular company had only one plant devoted almost exclusively to medicinal chemicals. Another similar company has expanded from its original plant site and now has plants of various types scattered throughout the country. Other companies with single plant sites have, within very recent years, purchased or erected other plants in order to care for the rapid expansion and diversification which their businesses are undergoing.

This expansion and diversification has not been restricted to the chemical manufacturers alone, it has also included the drug, pharmaceutical, and cosmetic manufacturers. Proprietary drug manufacturers have bought pharmaceutical companies, cosmetic companies, chemical companies, food companies, floor wax, insecticide, and other household specialty houses. A soap company, Lever Brothers, is now in the cosmetic field with both feet through direct ownership of Pepsodent and Harriet Hubbard Ayer. Colgate-Palmolive-Peet Company who has long been in the cosmetic business going back through the years with Cashmere Bouquet, Colgate Dental Cream, Colgate's Tooth Powder, Colgate's Shaving Cream, not to mention Palmolive Shaving Cream, and other products, recently paid a reported four million dollars for Lustre-Creme, a shampoo made with a synthetic detergent.

As these expansions go on, these companies become more and more complex. And the people who once knew all the details of them and were seen at all affairs having to do with the one main industry to which these companies sold, have become quite remote figures. These people have moved up to positions in which they must keep an eye on all the divisions of the company, and in which they must be possessed of a knowledge of all the various industries and trades which are now of importance to the company. Under these conditions the sales direction of the company falls into many divisions with sales managers for all them. The men who formerly directed the sales of the companies, now do the thinking and, with other executives, establish the policy of the company as a whole and plot the course that it is to follow.

This whole development means that this industry is

growing in directions never dreamed of a relatively short time ago. But as products which were once considered fine or medicinal chemicals which were sold in small lots, develop into products which move in multiple carlots into other industries, a change of this sort is bound to occur. We remember the time when a chemical such as phthalic anhydride was sold in small lots and an order for a carlot of this chemical was virtually unheard of. Now the demand for this chemical continually outstrips production and new plants for its manufacture are constantly being erected. Thus it is with many other chemicals for which new uses in industries quite remote from this industry have been uncovered.

It is quite impossible for those who originally handled the sales and purchasing of the relatively few products which these companies formerly handled to keep up with proper knowledge of all the products handled today unless they have considerable time to devote just to keeping well posted. When just a few products were handled, and these products all went just into this one industry, the top executive generally knew all about the products being sold with regard to the outlets for them and with regard to the sources of these products and the raw materials used in manufacturing them. But as the number and variety of the products increased, and as the industries which used the products of the companies varied widely, it became quite impossible for these top executives to keep in their minds complete knowledge concerning the sources and the many uses of all these products. It was for this reason that these top executives had to take positions which were remote from the field in which they had always operated and delegate the field work to other executives, each of which was intimately acquainted with that particular industry and the products which went into it.

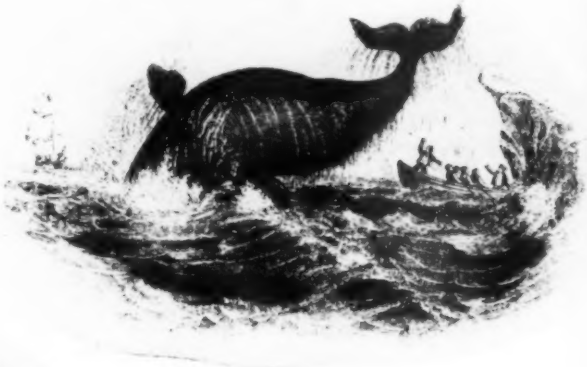
In the expansions in the drug and cosmetic companies whereby they have taken over other companies removed from their original setups, a similar condition was obtained. Here the executives who first directed the activities of the original company personally, are now not intimately involved with the actual activities of this one division, but rather do they have a general knowledge of all the divisions of the company and direct all these divisions and establish the policies for them.

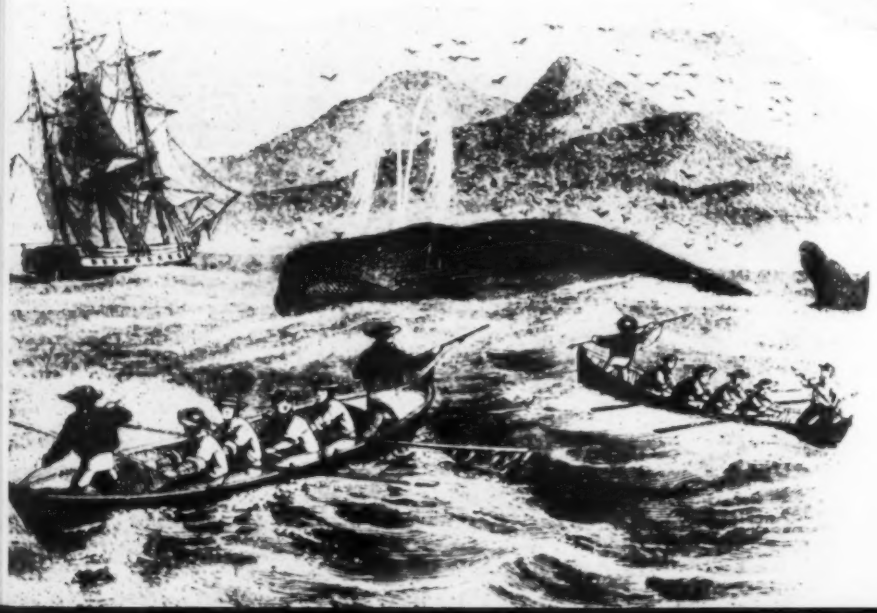
Under such conditions, these top executives have obtained a broader outlook on the entire industry which is not without great benefit to this industry and to the companies with which these executives are affiliated. Certainly it is of marked advantage to the drug, pharmaceutical, and cosmetic companies to have companies in this industry guided by men who have an equal interest in each branch of the industry. For many long years—and even now under certain circumstances—there is entirely too much friction between companies of various types. Take the present controversy over the question of proprietary and ethical proparations as an example. How much better it would be if all manufacturers of medicinal preparations—proprietary and ethical—would see eye to eye on many of the problems with which this industry is faced. Take the one problem of the restriction of drug preparations to drug stores—which was very much in the foreground at the recent American Pharmaceutical Association meeting—as one outstanding example. Think how much better it would be if the manufacturing interests of this industry could present a united front at the National Drug Trade Conference and at other meetings at which important problems must be faced.

We remember very vividly the differences which arose between the various branches of this industry at the hearings leading up to the enactment of the Federal Food, Drug, and Cosmetic Act. We remember also that the dual enforcement of control of foods, drugs, and cosmetics, under which the Federal Trade Commission controls advertising and the Food and Drug Administration controls the other phases of control of these products, arose due to the differences between the various branches of this industry. Everyone realizes now that this dual control was a great mistake, but at that time it was thought to be a particularly smart move. However, do not forget for one minute that a small part of the industry which would not agree with the other parts of the industry was responsible for this mistake which everyone would now like to rectify. Remember also that one part of the industry tried to press for passage of the bill in an earlier form merely because it was satisfactory to the food manufacturers.

All in all, aside from the question of the fact that bigness in companies causes them to lose a lot of their personality, and does not make an industry so interesting, we believe that the expansions which have taken place will benefit the industry as a whole. Manufacturers who are still small or who are just starting in the industry have nothing to worry about from the larger companies for several reasons. In the first place a smaller company which is manned by good executives can always outsmart a larger company which has many irons in the fire. Secondly, the many diversified interests of the larger companies will prohibit them from establishing policies or advising action which would be detrimental to any of the branches of the industry in which any of its branches is engaged. By and large the developments which have been, and still are taking place in this industry should be for the eventual good of the industry.

STEARYL ALCOHOL





By ROBERT J. LEDDON

STEARYL Alcohol is a mono-hydric saturated aliphatic primary alcohol. It is also referred to as octadecyl alcohol, octadecanol-1, 1-hydroxyoctadecane or simply as alcohol C_{18}.

This alcohol, the chemical formula of which is $C_{18}H_{37}OH$, has been identified in small quantities in sperm head and blubber oils, and it may also be present in the porpoise and dolphin blubber oils although amounts only of the order of 5 percent of the total alcohols present are likely to be maximum found.

Several grades of technically pure stearyl alcohol are normally available, and many of these are claimed to contain only minute quantities of other alcohols, especially cetyl (the C_{16} alcohol) and the C_{20} alcohol.

It seems to be general practice, especially in recent years, and especially so far as the technical quality of the product is concerned, to call any fatty alcohol mixture "stearyl alcohol" if this alcohol predominates in that mixture, even in cases where the amount of stearyl alcohol contributes only 60 per cent or so of the total fatty alcohols present.

Stearyl alcohol like other alcohols of a similar nature can be manufactured from the corresponding fatty acid—(a) reduction of the fatty acid esters in absolute ethyl alcohol or butyl alcohol with sodium as follows:

$$R.COOC_2H_5+2H_2=R.CH_2OH+C_2H_5OH$$

—(b) Hydrogenation of glycerides, simple esters or even the fatty acids as such, at pressures in the region of 200 atmospheres and temperatures around 200° C. in the presence of reduced basic copper chromate.

When the acids alone are used the reaction is as follows:—$RCOOH+2H_2=RCH_2OH+H_2O$, while in cases where simple esters are used the reaction proceeds:—

$$RCOOR'+2H_2=RCH_2OH+R'OH.$$

The mixed aliphatic acids of sunflower oil when hydrogenated at 325° C. for less than two hours have been recently found to yield upon fractionation 70-80 per cent of an almost pure stearyl alcohol. In the above example copper chromate catalysts were employed with an initial hydrogen pressure of 150 atmospheres.

Other processes have been published for the production of stearyl alcohol, and one which is claimed to yield amounts equivalent to 97 per cent of the theoretical may be described here. Sodium stearate and calcium formate are dissolved in cyclohexane, and copper catalysts are added to the mixture. This is then introduced into a closed vessel and hydrogen is pumped in to a pressure of 100 atmospheres. The temperature is gradually raised in the vessel to 300°C. which brings the pressure to 200 atmospheres. This temperature is maintained for two hours.

A further process for production is outlined as below:

A catalyst of metallic cobalt which has been treated with hydrogen for 36 hours at 350° C. and which has been activated by the addition of 2 per cent vanadic acid is added to stearic acid which is then treated with hydrogen at 200 atmospheres and 225° C. until no more hydrogen is absorbed. The stearyl alcohol is recovered from the reacted mass by distillation in vacuum after removal of the catalyst.

The stearyl alcohol of commerce is a hard, almost white, wax-like substance and is neutral in reaction and, as mentioned earlier, is a mixture of fatty alcohols

of closely related properties. Generally speaking, the product is practically devoid of free fatty acids and esters.

Stearyl alcohol is soluble in ethyl alcohol and ether, crystallizing from the former in leaflets.

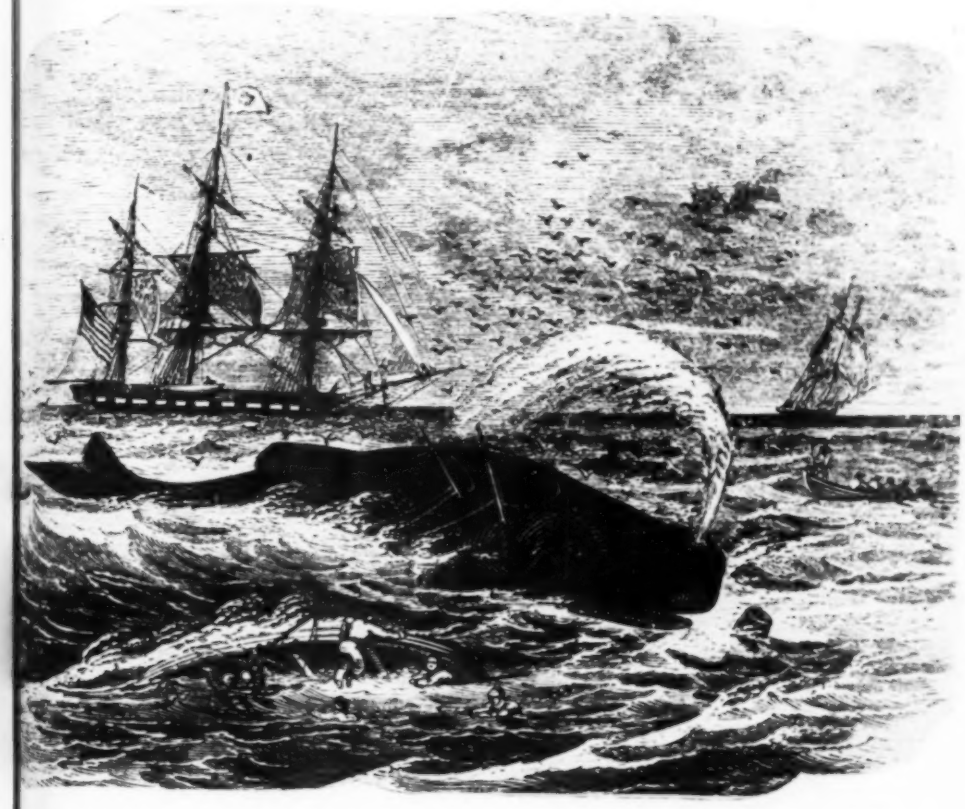
Some properties of the pure product are:

Boiling Point	**210° at 15 mm. or 195-205° C. at 0.2 mm.**
Solidifying Point	**57.95° C.**
Melting Point	**59.4-59.8° C.**
Specific Gravity	**0.8124 at 59° C.**
Molecular Weight	**270**

Stearyl alcohol has been found to give a characteristic texture to many cosmetic items both of the emulsified and non-emulsified variety. It is a cosmetic ingredient reported to be entirely free of any tendency to become rancid.

It has often been stressed that like cetyl alcohol, if stearyl alcohol is the main ingredient of an emulsion cosmetic the final product is inclined to be translucent, but it is on record that if it is desired to remove such translucency, this can usually be accomplished by passing an emulsion through a homogenizer.

Stearyl alcohol as available commercially has been



PHOTOS FROM BETTMANN ARCHIVE

—but with regard to the stearyl alcohol available to the cosmetic industry, the following values are found in the literature:

Melting Point	**48-59° C.**
Saponification value	**1.0 mgms.**
Specific Gravity	**0.85 at 15.5° C.**
Acetyl value	**175-180° C.**
Hydroxyl Number	**195-215 mgms.**
Distillation Range	**300-375° C.**
Molecular Weight	**260-275**
Iodine value	**2-5**
Acid value	**0-4 mgms.**

These figures have not, of course, been derived from an examination of one sample of the alcohol.

employed in conjunction with wetting agents in hair waving fluids, producing heavy emulsions with a tendency to cream but which re-disperse if shaken prior to use. This fatty alcohol has apparently a softening effect upon the hair, and a tendency to absorb on the hair shaft as do similar alcohols. The product has also been found useful for improving the texture of hair-creams of the oil-in-water emulsion type and the material has proven of particular value as an auxiliary emulsifying agent whose function is to confer stability to cosmetic emulsions.

Its water absorbing properties are well demonstrated if the chemical is used in conjunction with fatty mixtures containing relatively high proportions of glycerides. Also, of course, in common with other alcohols

of the same homologous series, stearyl alcohol will be found to increase the water-absorbing properties of petroleum jelly.

It has been indicated that this alcohol possesses such a property to a greater extent than the lower members of the same series such as cetyl and myristyl alcohol, a difference attributed to the fact that the hydrophobic group and the hydrophilic group are further apart in stearyl alcohol than they are in the other alcohols.

It is also a useful item on which to base the manufacture of cosmetics of the water-in-oil type if the alcohol is allowed to form a substantial proportion of the formula. (Cf. Formula No. 14—Group 2).

The production of stable water-in-oil emulsions containing substantial amounts of true oils and fats is reported to be quite feasible without recourse to the addition of other or auxiliary emulsifying agents providing the formulation and manufacturing procedure have been well tried.

Substantially large proportions of this alcohol are reported to influence markedly the viscosity of many cosmetic emulsions, and this factor has been linked up by some with its stabilizing action on such products.

Ointments in which stearyl alcohol is the predominating material have been observed to be somewhat stiffer than cetyl alcohol ointments when the two are compared weight for weight and, if water is present, this increased stiffness gives enhanced stability.

The materials, sodium alkyl sulphate, sodium soaps, glycol stearates and gums (for example karaya gums), have been found satisfactory as auxiliary emulsifiers usable in conjunction with stearyl alcohol.

Interest has been shown incidentally in stearyl alcohol by manufacturers of lipsticks because of its solvent power for bromo acids, 0.5 grams of the latter have been stated to dissolve in 100 grams of the alcohol.

The solubility of ethyl cellulose in stearyl alcohol is reported to be substantial, and additions to the alcohol of this cellulose ether increases the melting point to a substantial degree, the hardness and toughness of the material also being improved. As is to be expected from its properties stearyl alcohol has often been stated to perform the same functions and to be usable in place of cetyl alcohol in slightly smaller proportions.

It will be obvious from the information given above that stearyl alcohol has properties which make it of special interest and value to the cosmetic industry, and possibly this is the greatest consumer of the material at the moment.

Below are given many literature examples of the formulation of various kinds of cosmetics in which stearyl alcohol plays a particular role. Many of the cosmetic formulae given are the work of European and American consultants and research chemists to the cosmetic industry.

In the formulae given in Group 1, only the latter three had special comment linked with them. The eigth formula is reported to produce a perfectly stable cold cream and also represents a product in which stearyl alcohol has been used in place of cetyl alcohol.

In preparing formula No. 9 the fats and waxes on the one hand, and the borax disolved in water on the other, are heated to 170° F. when the latter solution is poured slowly into the melted waxes and oils with continuous stirring.

The eye shadow, the tenth formula, is prepared as usual by melting the fats together and grinding the color into these.

The emollient cream which is given in group 2 is prepared by first melting the stearyl alcohol, beeswax and oil together and allowing to cool. The triethanolamine stearate is then separately dissolved in 98 parts of the water. In a separate vessel are mixed the gum, glycol and the rest of the water until a smooth mucilage is formed. The stearate solution is added to the wax and oil mixture gradually, and when this is homogeneous the gum solution is added, and the whole then homogenized three times.

(*Continued on page 397*)

COSMETIC FORMULAE—GROUP 1

	Acid Cream	Anti-sun-burn Cream	Baby Cream	Cleansing Cream	Cleansing Cream	Cleansing Cream	Cold Cream	Cold Cream	Cold Cream	Eye Shadow
Stearyl alcohol	2	1	1	6	1	1	0.5	2	1	15
Absorption Base	..	..	3	..	..	..	..	..	..	..
Beeswax	..	..	..	..	..	..	..	..	15	..
Borax	..	..	..	..	..	..	..	..	0.7	..
Ceresin Wax	..	..	..	..	..	..	..	..	..	15
Cod liver oil	..	..	..	..	..	..	..	..	20	..
Sorbitan monostearate	..	..	..	..	..	1	..	..	..	..
Sorbitan sesquiolate	..	..	..	..	1	1	..	..	..	..
Glycerol	4	5	..	2.5	..	..	5	..	..	..
Glyceryl monostearate	..	10	..	..	14	..	..	..	..	..
Isopropanolanmie	..	..	0.5	..	..	0.5	..	..	..	..
Liquid paraffin	..	..	14	30	10	..	..	..	..	40
Lactic acid	1.5	..	..	..	..	..	..	..	..	..
Petroleum jelly	37	..	..	..	..	..	..	43	..	..
Pigment	..	..	..	..	..	..	..	..	..	30
Rose Water	..	..	..	..	..	..	..	46	..	..
Sorbitol	..	..	..	..	5	1	..	..	..	..
Stearic acid	..	5	1	1	..	1	4	..	..	..
Sunscreen	..	5	..	..	..	..	..	..	..	..
Triethanolamine	..	1	..	0.5	..	..	0.8	..	..	..
Vegetable oil	..	2	20	..	..	..	20	4	20	..
Wool wax alcohol	3	..	..	..	..	..	..	..	..	..
Wool wax	8	..	..	..	..	..	2	5	10	..
Water distilled	45.5	71	60.5	100	69	94.5	67.7	..	33.3	..

DETAILING TO DOCTORS

In talking to doctors about detail men, one gets various impressions. However, the one fact stands out that the great majority of doctors are not impressed with most of the detail men who call on them, and they are very often annoyed with the pressure applied to get into their offices and to force them to use the items being detailed. One doctor told of a detail man from a certain manufacturer who kept insisting upon seeing him over a period of time even though the doctor was extremely busy and knew all that he desired to know or felt he needed to know about the specialties of the manufacturer in question. However, one day the detail man told the office nurse that he would wait as long as he had to in order to see the doctor. Finally the doctor let him in. When the detail man came in, the doctor started naming the specialties of the manufacturer in question and told the detail man what he knew about them and how he used them. Then he asked the detail man if he had any other specialties. The detail man replied, "No." That was the end of the interview. Perhaps the detail man had to obtain this interview to report to his company superior, but it left the doctor hopping mad and certainly accomplished no good-will for the manufacturer and his products.

Another doctor told of a detail man who had called on him for many years while representing one of the old line pharmaceutical manufacturers. The man was always well received by the doctor, and the doctor gained much information from him. Later on, this detail man came to call on this same doctor, but the detail man was then representing another drug manufacturing company. He had been retrained in the way of his new employer. His entire attitude was changed and he was strictly high pressure in his approach. The doctor told him that as long as he acted that way he did not want to see him any more. The detail man told the doctor that he had given the story as it was given to him and he was not going to change. The doctor told him he need not come around any more.

Another doctor frankly stated that he gained much information from certain detail men. He said that they had told him of uses of certain items that he would not believe possible. However, upon being told of these things by detail men whom he knew and trusted, he tried out the products in the ways suggested by the detail men and found out that they knew what they were taking about. Doctors freely admit that the courses in pharmacology given in medical college are totally inadequate, and that it takes much reading and listening to detail men after they are in practice to obtain the necessary knowledge in this branch of medicine and to keep them up to date. If they can obtain knowledge of this sort from detail men in a comparatively short period of time, they are only too glad to see them and listen to them. But from the point of view of the doctors this type of detail man is few and far apart. They feel that the great majority of detail men only waste their time. For this reason a lot of doctors are loath to let in any detail men, while other doctors let in only the ones from which they have

gained knowledge. Many will let in new men because they are an unknown quantity and might be the type that are glad to see.

It is evident that the degree of success which a manufacturer obtains with his detail staff lies in the type of men engaged and the training which the manufacturer gives them. Another important factor is the placing of these men where the best results can be obtained. We talked to a detail man a while back who was detailing for a firm with, among others, two outstanding specialties, the sales of which did not improve in his territory no matter how hard he worked. One specialty was a drug for a heart condition which was first introduced by the manufacturer in question, but which was also being sold by a number of other manufacturers at much lower prices. This detail man's job was to try and convince the doctors that his product was better than any of the others, and that he should write the name of the manufacturer after the name of the drug on prescriptions. But no matter how hard he worked to get this done, sales did not improve. This was due merely to the type of druggists in the city where he was detailing. The name of the manufacturer on a prescription blank meant little or nothing to a large majority of these druggists, and they continued to fill the prescriptions from the goods of the lower priced makers, some of whom also had detail men. The other specialty of this manufacturer was an ethical type of a bland laxative preparation. No matter how hard this detail man worked he could not stir up any enthusiasm for this preparation. It appeared that no one in the part of the country where he worked used this type of product, while in other parts of the country the product was a very big seller. This detail man was constantly being advised by his superiors that his work was showing very little or no results, so he finally resigned from that company and looked around for a position with a firm which had specialties which could be successfully detailed in the territory with which he was acquainted. Manufacturers should recognize that state of affairs when it exists and not immediately be of the opinion that the detail man is laying down on the job just because sales on certain items do not prove under his detailing efforts. Probably a manufacturer with only specialties of this type would be better off not having detail men in certain territories where little or no good can be accomplished.

The large manufacturers with the large detail staffs have the advantage of being able to get the jump on competitors when a new product comes on the market. Obviously, these manufacturers are able to get their name associated with the product very rapidly with a very large number of doctors while the smaller manufacturer with relatively few detail men has to follow up the larger manufacturers at a much later date. However, the success of both these manufacturers depends a certain extent on the number of detail men employed and also upon the quality of the detail men and the impressions which they make upon the doctors whom they detail. In the final analysis, the question of success of the detail staff of any manufacturer depends upon the policies of the manufacturer with regard to the detail staff and also upon the products and the extent to which they lend themselves to successful detailing.

The matter of detail men is a problem both for the manufacturers of this industry and for the doctors whom these detail men are supposed to contact. As the ethical manufacturers in this industry have taken the larger share of the business of the industry, they have been increasing their detail staffs as well as their sales staffs and their manufacturing facilities. In addition, proprietary manufacturers and others have recognized that the future of this industry is closely bound up with the medical profession and large members have entered the ethical branch of the industry, also relying upon detail staffs for the main promotion of their products.

Such a condition results in a much larger number of detail men in the field than was the case some years back. These detail men are, for the most part, carefully trained by the manufacturers for whom they work. They are schooled in the products of the respective manufacturers and in the methods of approach and salesmenship which these manufacturers employ. Detail men not only vary greatly due to their own characteristics and personality, but they also vary greatly in accordance with the training they receive from the respective manufacturers who employ them.

The size of a detail staff is something about which manufacturers differ. However, the large pharmaceutical manufacturers have long employed staffs of from 400 to 600 men to cover the country, and plans for expanding these to totals of from 600 to 800 were undertaken by several manufacturers following the close of the war. However, the size of detail staffs varies greatly and runs down the scale all the way. As an example, one of the smaller manufacturers doing an excellent business, has a detail staff of only 35 men. However, it is explained that these men are very carefully selected and that there is practically no turnover. Moreover, the company explains that they are always on the lookout for good men and might expand the detail staff further if satisfactory men came to their attention. On the other hand, they have no desire "to put on an additional two hundred over night, as some of the larger companies do."

The pharmaceutical manufacturers, for the most part, will not take on a detail man who is employed by another firm at the time he makes his application. Therefore, the only way in which a detail man can switch from one firm to another, is first to resign his position with the firm for which he is working. This attitude on the part of manufacturers is probably brought about by the fact that manufacturers who engage detail men invest quite a considerable sum of money in them by way of training before the men are at a point at which they produce any appreciable results. Also the different methods of training these men is not conducive to having the men switch too often. Furthermore, the detail men of the greatest value to manufacturers are those who have a loyalty to the firm which is lasting.

Can Cavalcade in the Corner Drug Store

By DAVID S. BURT

PART II

Ointment boxes of the good old days—Modern lithography has added new glamor to these "Model T" containers.

BACK in 1917, Raymond Foster of the Bayer Company sensed the sales lure of portable gadgets. His hunch was prophetic. A later generation has whittled its bank balance on book-sized radios, folding bicycles, sailboats strapped to the roof of your car, raincoats squashed into a bundle the size of your fist, collapsible umbrellas stuffed into your coat pocket, cosmetics kits that reduce everything but the wash basin into a three pound bag. Nomadic Americans even lash their homes on wheels. A West Coast inventor has announced a helicopter that straps to your back like a parachute.

Yet Foster, responsible for aspirin sales, contemplated no mere gadgety fad. His idea was sound, and already fairly well established: as long as aches and pains were portable, their remedy should be portable too. Until now, aspirin had retailed as a powdered prescription. Foster engineered a plan to press the powder into dose-sized tablets. They must retail, he thought, in a small box, something that neuralgic Mr. Jones could carry to the office without an unseemly bulge in his pocket. The box should be flat. The tablets mustn't jostle inside when Jones rushed to catch the 6:45. The box should be sturdy. After all, Jones might sit on it.

Can-makers produced a sample to meet those specifications. It was scarcely broader than a pair of postage stamps, oblong, seamless, and hinge lidded. Nowadays, mechanized fingers fill those boxes at 102 per minute, placing twelve tablets in each tin, inserting a circular, and shutting down the lid. Foster opened the curtin to one of industry's most dramatic successes. Yet the portable box had seen dramatic days before.

An uncle of the aspirin tin was the round seamless ointment box that had launched its own career a generation earlier, carrying portable cures for everything from snake bite to falling hair. In the eighteen eighties, can-makers in Columbus, Chicago, Baltimore and Brooklyn began to stamp the seamless box on gas-driven vertical presses. There's no way to be absolutely sure who first pioneered the ointment box, but it seems to have been the incredible personage of Charlie Morningstar. Younger folks in Columbus today wonder whether he was man or myth.

A squat five feet tall, Morningstar was known about town for a battered derby hat which he wore indoors more than out. He was even better known for what he didn't wear. Morningstar didn't give a tinker's curse for neckties, overcoats, or socks, come snow or sleet. A seamless box was his only pocketbook, but nobody ever saw more than three things inside—a street car pass to the plant, a street car pass home, and a ten cent piece to buy him his six o'clock slug of whiskey. As Morningstar waddled into the plant mornings, one corner of his mouth clenched a fat cigar, and the other muttered the same greeting to everyone: "Good morning, you stupid cockroach!"

Nobody minded. It was just Charlie's way, part of the day's routine. And for all his colloquial elequence, Morningstar flaunted an uncanny sort of two-fisted know-how that everyone respected. The presses that stamped seamless boxes, and the gas engines that drove them, were something he understood to the last piston ring. When a machine broke down, nobody was allowed to fix it but Morningstar. Those machines were his children. He had hooked them up for seamless box production himself. So naturally he darted to the spot,

A jumbo tennis ball can adapted for plasma injections was a striking war achievement. In this rugged sealed container, delicate equipment could be dropped from airplanes, exposed to extremes of climate, used anywhere, anytime.

one morning, when they told him that one of his gas engines was running hot as a stove.

Morningstar had just opened the office door, and finished his morning round of cockroach-calling when he heard the bad news. Arriving at the scene of disaster, he cocked an ear to the ailing engine and diagnosed the malady at once. The cooling water pump drew its supply from a large cistern of inky water. The filtering screen, between cistern and pump, was plugged up. Someone had to make an underwater repair, and naturally Morningstar elected himself as the William Beebe for the job. He ordered a robust Dutch foreman to lash two ropes around his waist, one to lower and raise him, another for his to jerk as a signal. Finally Morningstar reluctantly removed his hat, and sank out of sight into the murky depths.

One minute passed . . . two minutes . . . three minutes. There was no signal, and the Dutch foreman began to perspire. Four minutes passed, no signal was jerked, and now the dutchman grew positively frantic. He couldn't stand it any longer, and gave the rope a mighty heave. As the cordage inched out of the water, it became clear that both ropes had tangled hopelessly. Morningstar couldn't have signalled, no matter how he tried.

Finally the Morningstar head emerged from the cistern, gurgling and streaming with sludge. For a few moments, his nose and throat were too waterbound for speech. But finally Morningstar blinked up at the man who had saved his life. "You son-of-a-cockroach," he spluttered, "you stupid Flemish son-of-a-cockroach!"

The Morningstar legend may seem a side issue in the developments of drug and cosmetics cans. But if you overlook his idiosyncracies, you can see in Morningstar the two-fisted plant manager of the early production days, the executive who could spin a wrench faster than his foreman, who was turning the steel-and-tin container into a machine-made low cost package that the growing drug industry desperately needed. And Morningstar himself had concocted something drastically new.

For many years, salves and ointments had sold in chipped wood boxes. These were expensive and slow to make, and can-makers had successfully introduced a competitive package—a flat round metal box with a top and body soldered from two pieces each. Then Morningstar had engineered a process for "drawing" the tops and bottoms, stamping them in one piece on punch presses as you would ash trays. The process has since developed to a point where large dog food cans and cone-topped beer cans may be drawn without a seam.

Morningstar began his enterprises at the factory of W. E. Gill, a can-maker whose salesmanship became a gracious tradition among Victorian druggists. Every year, Gill travelled East from Columbus, and hired the most lavish hotel suite he could find in New York. There he laid out his decorated seamless boxes (worth about 2c apiece) on plush tablecloths, as if he were displaying a line of Ming Dynasty curios. Druggists in the East travelled long bumpy miles to see the show, heard Gill weave his speel of polished persuasion, and rarely left the Gill salon without leaving behind a comfortable order.

Morningstar finally went into partnership with another Columbus dignitary, Earle C. Derby, in 1902. Austere handsome Mr. Derby could continue sales in the Gill tradition. Morningstar could grease the machines. They founded the Buckeye Stamping Company which today turns out an elegant line of seamless boxes in sizes from 1/16 oz. to 32 oz. But the gas engines that Morningstar nursed are seen no more at Buckeye. Electric-tandem-driven machines do the work today.

During the gay nineties, druggists and doctors found the tough low-cost seamless box a key to an amplified distribution for scalp remedies, camphor ice, carbolic salve, cold cream, petrolatum, blue ointment, and a host of other balms, not to mention face powders and pills. Mandrake Pills, a name seemingly painted on every barn along the Pennsylvania Railroad, moved out of chipped wood boxes into cans. Cascarets, the popular laxative, sold in a can garnished with a lithographed cupid sitting on a chamber pot. Remember the slogan: "We work while you sleep?" Other slogans were less fortunate. One ointment box was captioned "For piles and chapped lips."

The Norton Can Company in Chicago was turning out seamless boxes at new high speeds. H. F. Miller, a converted Baptist minister in Baltimore, introduced the "Miller style" box which advertised a smooth rounded bottom. This made it easier to scoop the last of the ointment out of the can. At the turn of the century, Miller founded the Columbia Specialty Company, one of today's leading producers of seamless boxes and metal caps.

As a purveyor of patented cures, the seamless box became active, too, on the prescription counter. The druggist filled the can, and wrote instructions on a slip of paper which he glued to the cover. Pasting these prescriptions labels was a time-consumer. One afternoon, an Atlantic City druggist explained the nuisance to Clarence Myers, a local metal specialty manufacturer. "I'm busy enough," complained the druggist, "without pasting these pesky labels to can covers. My clients say the glue won't stick anyway. Now why doesn't a smart young man like you do something about it. How about a blank label clamped right on the can, or something?"

Myers' big seller at the time was a coat pin for Atlantic City tourists —a miniature tin shovel and spade festooned with a pennant that blazoned "See Atlantic City first." Myers had recently branched out into seamless boxes, but if you had followed him as he left the drug store, you wouldn't have guessed he gave the druggist's tip a second thought. Myers strolled over to the fair grounds and hopped a merry-go-round. As he galloped Black Bess around the track, he noticed the free ride rings that tumbled in a column down a chute into a pair of jaws from which you grabbed one ring at a time as you passed on your horse. Myers lucklessly plucked an iron ring, but just at that moment he thought of something worth a lifetime of free rides. The ring, he saw, had the diameter of one of his ointment boxes. Suddenly, he leapt from Black Bess and ran home.

In his basement work shop, he soldered the ring around the outer edge of a can cover so that it became, in effect, a round picture frame that held a prescription label clamped beneath it. That was all he needed to patent the "labelstick" can which soon became part of every druggist's stock in trade. But the manufacturing process that followed was no soldering job. E. W. Bliss, the celebrated machine-maker, developed an apparatus that clamped paper labels to can covers faster than the eye could follow. Appropriately enough, it worked on the principle of the merry-go-round. Pieces of sheet steel rode a turntable under two presses. The first stamped the metal into a can cover ridged around the shoulder. The second slipped a paper disc inside the ridge and crimped the ridge down over the edge of the paper. But even machine production failed to answer the booming demand for labelstick cans. Myers needed more space, and bought a plant in Camden, New Jersey, which runs full steam today as a branch of George D. Ellis & Sons who make a wide variety of drug containers across the Delaware River in Philadelphia.

Since the turn of the century, the round seamless box, paper labelled or lithographed, has been refined a number of ways. Can-makers, for example, have folded a curled safety edge around many of their models during the past thirty years. They have rounded the box's corners. The J. L. Clark Manufacturing Company in Rockford, Illinios, has perfected a seamless can with a full telescope cover that rests on a "swedge bead" around the bottom of the box. This "swedge bead" forms a convenient grip for one hand while you slip off the cover with the other. Enhanced with smart lithography, this version of the seamless can promises a future as a fancy cosmetics box.

Lithography, in fact, has enabled all the seamless boxes to bid persuasively as flossy showpieces. Frou-frou patterns, a polished enamel finish, plus the smoothly rounded corners of the can itself all add up to an ultra-refined sort of glamour. But aside from eyewash, the seamless box recently proved itself anew as downright practical.

In World War II, the seamless box was drafted to carry ointments overseas. Flash creams, anti-sunburn preparations, and cures for skin infections were shipped in metal cans, safe from breakage and from mushiness in the dank tropics. Government orders for ointment boxes ran to an annual 22,000,000 from one company alone.

Scalp remedies and pomades are a consistent factor in ointment box production. While plenty of Americans

(*Continued on page 410*)

A modern sliding-covered tablet can looks slick and efficient beside some of its ancestors in the background.

IN A TUBE!
PRELL REMOVES DANDRUFF IN AS LITTLE AS 3 MINUTES!
HAIR Radiantly CLEAN Radiantly SMOOTH
Merle Oberon discovers New Improved DRENE
NEW! DIFFERENT! The Miracle Shampoo that lets your hair Shine like the Stars!
Merle Oberon
Now! Better for All types of hair!
Men love hair with this natural gloss!
Lustre-Creme Shampoo

SYNTHETIC D

ONE of the greatest developments in the chemical industry in many long years has been the progress of synthetic detergents. Production capacity of these products at the end of last year was estimated at 250,000,000 pounds annually, compared with an estimated production of 3,500,000,000 pounds of soap, with which these newer products are in competition. However, it is quite generally agreed among those close to the subject, that production of these never detergents in 1947 will total at least 500,000,000 pounds and will rise to a billion or more pounds within the next few years, while production of soap is not expected to increase above current figures.

The synthetic detergents have mainly become the products of the giants in the chemical and petroleum fields. Some of these products are made from coconut oil, but a large amount of them are made from petroleum. Furthermore, the production of these detergents from petroleum is expected to increase at a rapid rate since these products are cheaper to make than the products made from coconut oil, and since petroleum is a more verastile raw material than coconut oil, there are possibly many variations which can be tailor-made for specific uses.

Soap has always been made from fats and oils—tallow from steers, lard from hogs, and coconut palm, olive, soya, and cottonseed oil, plus caustic soda. The result is soap, and glycerine as a by-product. the soap is a salt or salts of the fatty acid or acids contained in the oil or oils used in making the soap. Soaps make trouble by combining with the minerals in the water to form a precipitate or insoluble scum. The synthetic detergents, on the other hand, are complicated chemical compounds put together by scientist to do a better cleaning job. These products pick up the dirt and grease more efficiently and leave no precipitate. They contain the properties of wetting agents, reducing the surface tension of the water and making it more penetrating. The big factors in the manufacture of these products today are National Aniline and Chemical Division of Allied Chemical & Dye Corporation, Ornite Division of Standard Oil of California, General Aniline & Film Corporation (once German owned, but now in the hands of the Alien Property Custodian), American Cyanamid & Chemical Company, Monsanto Chemical Company, Wyandotte Chemical Company, and Rohm & Haas. National Aniline has long been marketing its products under the name of Nacconal, Monsanto is using the name Santomerse, American Cyanamid has long used the term Aerosols, Standard Oil of California has named their product Ornite, General Aniline & Film has Glim,

DETERGENTS

Wyandotte has Kreelon, and Rohm and Haas has Triton.

Many of these companies are seeking their markets as suppliers to big users or to packagers for resale. Others, however, are doing their own packaging and selling. National Aniline are packaging their Nacconol under the name of Swerl and are marketing the product through the H. J. Heinz Company. California Standard is said to be supplying Colgate-Palmolive-Peet Company with Oronite for their Vel, replacing the product previously marketed as Vel, which product was made from coconut oil. However, both Colgate and California Standard deny that this is so. Procter & Gamble, which has long marketed the shampoo Drene which contained a synthetic detergent of the Gardinols type which was controlled by German patents, is marketing the same thing as a powder under the name Dreft. The Gardinols are made from coconut oil. Lever Brothers are marketing their product under the name Breeze.

Other companies in the field are Victor Chemical Company, Atlas Powder, Sharples Company, Union Carbide & Chemical Corporation, and the Solvay Company, another division of Allied Chemical & Dye Corporation.

To the extent that these products replace soap, the market for the vegetable oils will be curtailed. And as more of these products are made from petroleum instead of from coconut oil, the problem of the economic condition of the Philippines will become greater. This will become more acute as petroleum derivatives replace the coconut oil now being used in both soap and synthetic detergents.

The statement has appeared that as synthetic detergents replace soap, the market for caustic soda will be curtailed. This is only true to a minor extent, however, since all the synthetic detergents contain sodium, which is supplied by caustic soda. The molecular weight of the synthetic detergents is greater than that of soap, and, therefore, the amount of sodium per unit of weight is not as great as it is in soap. This amount might be about twenty per cent less sodium in the synthetic detergents than in soap. However, if the market for synthetic detergents expands to the extent that is forecast, far greater tonnages of caustic soda will have to be used than was ever the case in the manufacture of soap alone.

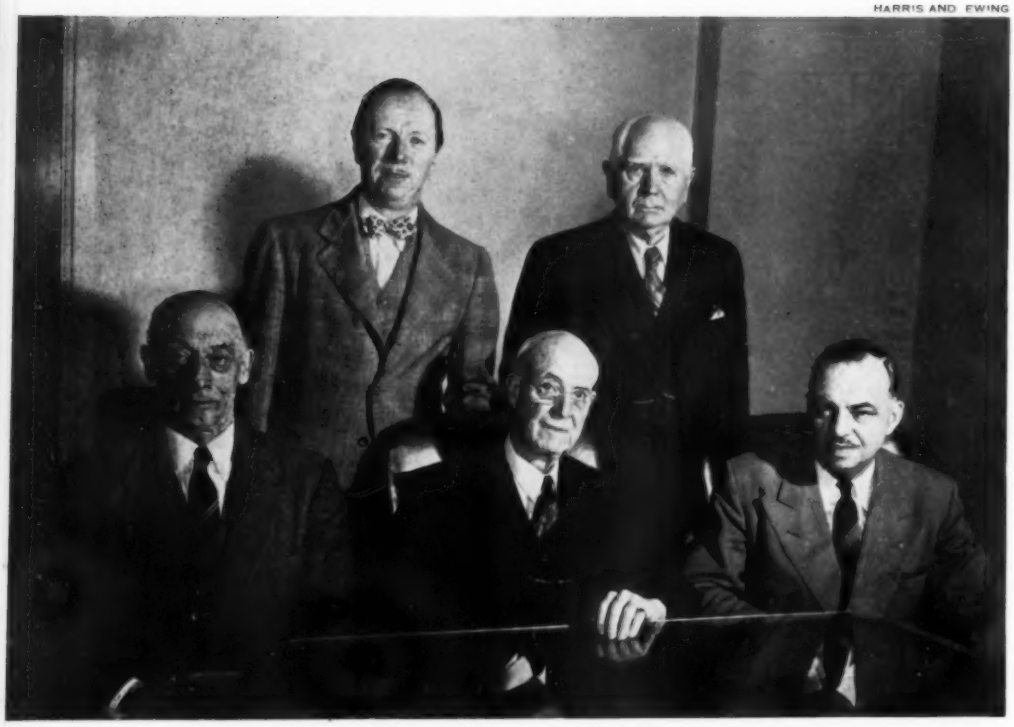
The synthetic detergents are organic chemical compounds which have at one end of the chain a lipophile, or fat-loving substance, and at the other end of the chain a water-loving substance. There are several theories as to how these products react to cleanse things, but the easiest explanation is that they emulsify the greases and dirt contained in, or adhering to the things to be cleaned.

Because the demand by the Government for supplies of synthetic detergents during the war was so great, education of the public to these products was delayed by several years. However, now that the Government demand is only a fraction of what it was during the war manufacturers have stepped up their production sharply. Also more manufacturers have been able to enter the field. As an example of how production has been in creased, National Aniline's Nacconol, recently produced at the rate of 30 million pounds annually, has recently been stepped up to a rate of 100,000,000 pounds per year. Monsanto, which was recently very short of supplies of Santomerse, has brought a new large plant into production and recently advertised in the New York daily papers soliciting repackagers for the product.

In our own industry these products are used for shampoos, bubbling baths to a lesser amount and as emulsifiers and wetting agents in creams and some other products. Practically all shampoos are now following the trend toward products containing these newer products. Last year Colgate-Palmolive-Peet Company paid somewhere in the neighborhood of $4,000,000 for Lustre-Creme—a successful shampoo using a synthetic detergent. In the drug branch of the industry these products are used in contraceptives, and as special cleansers in dermatological conditions.

The development of synthetic detergents is described by Lawrence H. Flett, director of the new products division of National Aniline, as "one of the most amazing phenomena in chemical history." George L. Parkhurst, president of Ornite Chemical Company, the subsidiary of Standard of California, says that indications are that there will be a sharp upward trend in per capita use of washing agents because of the increasing use of washable fabrics, and the market should also expand because of population increases. Roy W. Peet, vice-president of Colgate-Palmolive-Peet, states that "the bulk of tonnage of detergents is competitive with soap," and he also observes that the economy of using soap or synthetic detergents is dependent upon the conditions of use. As an example, he mentioned the fact that more soap is required in hard water. Mr. Parkhurst of Ornite, also said that he believed that "detergents can compete both on quality and price even when fats and oils drop in price to whatever values it is reasonable to conjure up for the future.

HARRIS AND EWING



THE

THE Federal Trade Commission issued a statement of policy and an explanatory statement on August 19. The title which the Commission gives this statement is "Statement of Policy by FTC Covers Settlement of Cases by Trade Practice Conference and Stipulation Agreements." Because of the importance this action by the Federal Trade Commission, we are giving the complete statement as it has been issued:

"By unanimous vote the Federal Trade Commission has adopted a public statement of policy with respect to the settlement of cases by trade practice conference and stipulation agreements. At the same time it approved unanimously an explanatory statement to accompany the statement of policy.

"The statement of policy is new as to settlement of cases by trade practice rules, and is a revision of the former policy respecting settlements by stipulation agreements.

"Following is the text of the explanatory statement and the statement of policy as adopted by the Commission on August 19, 1947:

"The Commission has long had a public statement of policy governing the settlement of informal cases by stipulation agreements. There has been no comparable generally published statement of policy with respect to trade practice conference agreements. Under its present program, the Commission may institute trade practice conferences on its own initiative. When it appears that questionable practices are so prevalent in an industry that they may be more effectively and expeditiously reached by trade practice conference than by individual proceedings, the Commission may utilize that procedure in dealing with the over-all problem. In those situations it is necessary, after the promulgation of trade practice conference rules, to determine what further action should be taken in pending informal cases relating to the same parties and practices, as well as to determine the extent to which pending formal matters may have been affected.

"It is the desire of the Commission to inform the public on these matters, but to avoid commitments which may abrogate its statutory procedures or frustrate the effectiveness of its corrective processes. To this end the Commission has formulated a statement of policy concerning the scope and effect of its trade practice conference procedure insofar as it may affect the settlement of pending matters before it, and it has reappraised its policy with respect to the settlement of cases by stipulation agreements.

"For many years the Commission has sought to encourage voluntary compliance with the laws which it administers. It has utilized individual stipulation agreements and conferences with whole industries and has otherwise cooperated with business men to inform and guide them with respect to the scope and meaning of the laws within its jurisdiction. A cooperative procedure similar to trade practice conferences was first used by the Commission in about 1919; the Trade Practice Conference Division was established in 1926; and the present active list of trade practice conference rules covers about 160 industries.

"It has long been the Commission's practice in certain instances where proper circumstances are present to dispose of pending matters upon acceptance by the affected parties of trade practice rules for their industry covering the charges in such matters. This prac-

The Federal Trade Commission. Seated, left to right: Garland S. Ferguson, William A. Ayres, Robert E. Freer. Standing, Lowell B. Mason and Ewin L. Davis.

FTC STATES POLICY

tice was specifically limited in 1936 when the Commission determined that whenever an application for trade practice conference is received from an industry, some or all of whose members are respondents in proceedings before the Commission involving alleged violations of the Clayton Act or combinations or conspiracies in restraint of trade in violation of the Federal Trade Commission Act, such proceedings will have to go forward without regard to the trade practice conference procedure.

"The cooperative procedures, however, require a constant vigilance to avoid the dangers inherent in them. Their use should never be permitted as an easy escape for wilful violators of the laws administered by the Commission or as a means for avoiding or delaying the effectiveness of the Commission's corrective action. These considerations have governed the Commission's policy with respect to the settlement of pending matters by trade practice conference or stipulation agreements.

"Trade practice conference rules have no force of law in themselves. Violations of those rules are not proceeded against directly. The Commission can proceed only on a charge of violation of the law upon which the rules are based. Their purpose is to express the requirements of the statutes and decisions in terms which may be understood by the members of particular industries and in language addressed to their problems and practices. An agreement by a member of an industry to abide by the rules is an expression of intention to abide by the basic law.

"It is manifestly difficult to draft a statement of policy on a broad basis which does not afford an evasive device to the wilful violator while seeking to avoid unduly harsh treatment of the unintentional or casual violator. Any statement of policy must, therefore, depend for its effectiveness upon the consistent and sound judgment of the Commission in applying it in individual instances. But no statement of policy should be so broad as to constitute an invitation to reluctant or recalcitrant respondents to avail themselves of informal settlements for the purpose of delaying or defeating effective action. It should invite only those who desire in good faith to correct unlawful practices on a cooperative and voluntary basis. The object of the Commission is to correct—not to punish. But there must be a reasonable assurance that any cooperative procedure will be effective and provide full freedom to institute such further proceedings as are or may become necessary in the public interest.

"Conspiracies and monopolistic practices are, with few exceptions, deliberately engaged in for the purpose of restraining competition and ordinarily with knowledge of their illegality. Since good faith is ordinarily lacking in such violations, it cannot be expected to be present in agreements by the conspirators to discontinue and not resume the violations. Violations of this type are frequently also criminal violations of the Sherman Act, and the settlement of such violations by informal agreement may impair the rights of private litigants or compromise the enforcement of that Act by the Department of Justice. When conspirators are discovered, or when they are on the verge of being discovered, they would doubtless be glad to make use of the Commission's trade practice conference or stipula-

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SALVAGING THE RED BLOOD CELLS

By M. A. LESSER

IN THE old days—about five years ago—the red cells from donors' blood were thrown away after the plasma was separated off. Since then, medical men have learned that these formerly discarded red cells can be of definite therapeutic value, and in certain instances may even possess advantages over whole blood itself.

Today, no portion of the blood given to the American Red Cross as part of the National Blood Program or to

hospital blood banks need be wasted. Except where whole blood is used, the plasma is separated off and then fractionated into its several valuable components.[1] The red cell or erythrocyte concentrate, now a most useful byproduct, may be resuspended in a suitable liquid medium and used for transfusions in the treatment of severe anemias, hemorrhage or other conditions. Cells not so utilized may be dried and powdered for application to promote the better healing of wounds and ulcers.

In the opinion of the hematologist, Haden,[2] the erythrocyte is probably the most important single cell in the body. It is a container for hemoglobin and it is only through hemoglobin that the oxygen necessary for the life of all tissues is transported. The red blood cell is different from every other cell. In its mature state, the erythrocyte functions as a single unit separate from all other cells. Since it utilizes no oxygen itself, it has no metabolism of its own. It is always in motion. Indeed, the red cell may be considered as an inanimate body constantly traveling from the lungs, where it picks up its oxygen, to the tissues, where it releases the oxygen; the cycle being constantly repeated.

In other words, the red cell acts as a cup on an endless chain conveyer which ferries oxygen from the lungs to the tissues. The red cell is so small that about 60,000 can be placed on the head of a common pin. The active life of any individual cell appears to be determined by the chemical and mechanical injury it undergoes in the circulating blood. Haden estimates that the average life of the human red cell is about thirty days. During this period each cell makes about 60,000 round trips from lungs to tissues. Newer studies[3] on transfused erythrocytes indicate that the life span of the red cell may be much longer.

When a red cell wears out, it is eliminated as the blood passes through the spleen and liver. Most of its hemoglobin is salvaged and used again for the formation of new red cells. In the normal individual the number of red cells in circulation remains nearly constant, hence almost a trillion cells must be delivered from the bone marrow each day to compensate for those lost. Thus, new cells are produced at the rate of nearly one billion per minute. A reserve supply of new red cells is stored in the spleen to be used when needed.

During the period from February 4, 1941 through August, 1945, donations of 13,326,242 pints of blood were made by some 6,660,000 voluntary donors.[4] With the end of the war, the donations of blood fell off sharply. Currently, however, a new drive for blood donations is being made by the American Red Cross. Under their National Blood Program it is expected that free blood and plasma will become available to all within three to five years.[5] The successful outcome of this program will of course provide an ample supply of red cells for transfusions or for topical application.

For a while, during the early stages of the war time blood donation program, no large scale use could be made of the cell residue after the plasma was withdrawn. With the growing realization that the red cells could be used therapeutically, it became common practice to dilute the red cell residues from group O bloods (universal donors) with saline or other diluent. These were used for transfusion where the patient's need was for cells and oxygen-carrying power and not for whole blood, as in chronic anemias, leukemias and other conditions. With time, improved technics were devised, better diluents for transfusion were developed and, later, methods for drying the cells were employed. Suitable bases for applying dried cells to wounds were also made available.

As pointed out by Rhea and his associates,[6] when red cells are to be salvaged for transfusion purposes the plasma should be removed as soon as possible after the blood is collected. The cell residues may either be diluted at once or stored up to two weeks and diluted when required. The cells go into suspension more readily and are more stable if centrifugation of the whole blood has not been too rapid and prolonged and if some of the plasma has been left behind. If not used immediately, the diluted cells should be stored at 6° C. Cell suspensions which lose their bright red color or which show hemolysis may be contaminated and should be discarded. They stress that a complete record should be kept of the blood from which the cells are obtained, as well as the name of the recipient and other pertinent data.

Like many other procedures which have assumed importance in modern medicine, the idea of transfusing red cells is not entirely new. Back in 1918 Robertson[7] described a method for administering red cells. Nearly a decade later, Castellanos and Riera[8] reported the successful use of erythrocytes. However, it was not until 1940 that interest was really aroused in the possibilities of red cell transfusions. Since then many reports on such uses have been published in American and European journals. In 1944, for example, on the basis of "pilot" work with many thousands of red cell transfusions Taylor and his associates[9] stated that this by-product of the plasma program was suitable for transfusion use as a substitute, at least in part, for whole blood.

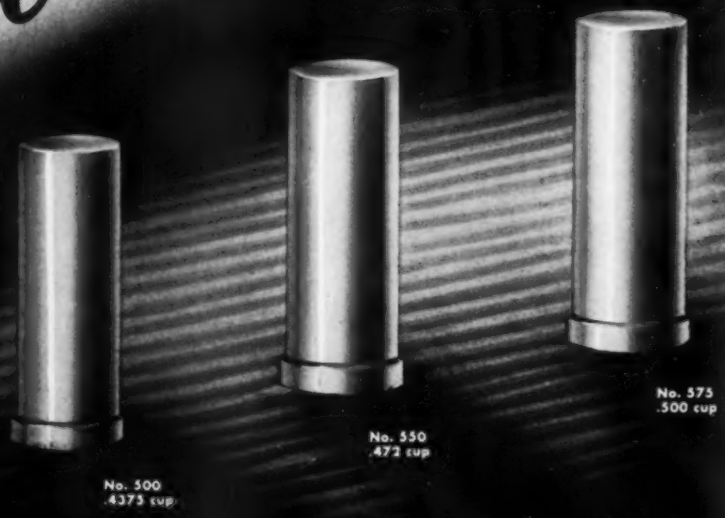
English workers[10,11] had shown that the transfused cells obtained from fresh stored blood "lasted well" in the circulation and that the hemoglobin concentration was raised as much as 20 per cent after the injection of the cells from one pint of blood. American investigators[12] likewise called attention to the use of concentrated red cell transfusions. They demonstrated that they are as efficacious as whole blood in raising the hemoglobin level; that no deleterious effects result from their administration; and that in certain instances they possess an advantage over whole blood.

As remarked by Danis,[13] the use of concentrated red blood cells gives the effect of multiple blood transfusions. Such employment, he stated, results in rapid blood replacement, stimulation of bone marrow, increased resistance, control of hemorrhage, neutralization of factors causing hemolysis, and rapid increase of

(Continued on page 404)

Rich Low BRASS

SWIVEL LIPSTICK CONTAINERS



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PACKAGING and SELLING

BATTLE FOR HAIR MARKETS

AN EXCITING and active part of the cosmetic business during this Spring has been in the group of hair preparations. While these products have always sold in large volume, they have largely been a part of the barber supply field and certain specialty manufacturers, with the exception of Ogilvie Sisters and with Breck, a recent but very virile newcomer.

The treatment houses and the class or prestige branch of the cosmetic business, which deals mostly with department stores, have largely or entirely neglected the hair as just about the only part of the human body for which they were not providing a cosmetic.

Hudnut's entry into the hair treatment field, from all reports, has been a phenomenal success.

Also during this time there have been radical changes in the formulation of hair dressing preparations, which have considerably shaken up this field and brought Wildroot into prominence with

a new preparation which is securing great favor.

The real battle of the giants, however, is taking place in the shampoo field between two great soap companies. After negotiations which included some rather fancy foot-work, Colgate is reported to have snatched Lustre Crane from Proctor & Gamble at a price a trade insider reported was four million dollars. This gave Colgate the brand which was acknowledged leader of the cream shampoo market, and a brand with enormous momentum which had been gotten well underway by that rocket-like personality, Harry Daumit.

Proctor & Gamble first attempted to break this new market, which was obviously the trend of the times and away from the sulfonated oil type which had been holding the market, with Shaska, a white cream shampoo in a jar. This was introduced in Pittsburgh, backed by very heavy advertising and promotions, but apparently did not do the job because it quietly disappeared.

Now Prell, a jelly-like cream, tinted green and in a tube, appears suddenly on the national market. That this product should over-night have national distribution, and secure over-night national consumer interest means that one of the most startling and expensive promotion campaigns in the history of our industry was launched quietly but with terrific effect.

Reports say that a very nice package of a 25 cent tube was mailed to every home in America, addressed personally to the woman of the house. Whether this is true or not, it is at least known that many millions of samples were mailed to housewives. At the same time, every retailer received free a tube in each of the three sizes, that is 25 cents, 59 cents and 73 cents, with a letter stating that the consumer demand would start immediately in his store, that this free mailing gave him initial packages and to reorder immediately. While the druggist had been suitably impressed, and in most cases had an immediate reaction of consumer interest, from his view-point Prell is far from a bonanza.

Reports say that the retail discount is 25 per cent, and from what we have determined from retail reaction, Prell is being greeted with a mixture of admiration for the overwhelming strategy of the introduction and with definite antagonism for a policy which asks them to operate on a margin, which for most retail druggists represents a loss.

Hair dressings and hair shampoos are unquestionably headed for one of the toughest, knock-down, competitive fights this industry has ever seen. It will be well worth watching—from the sidelines.

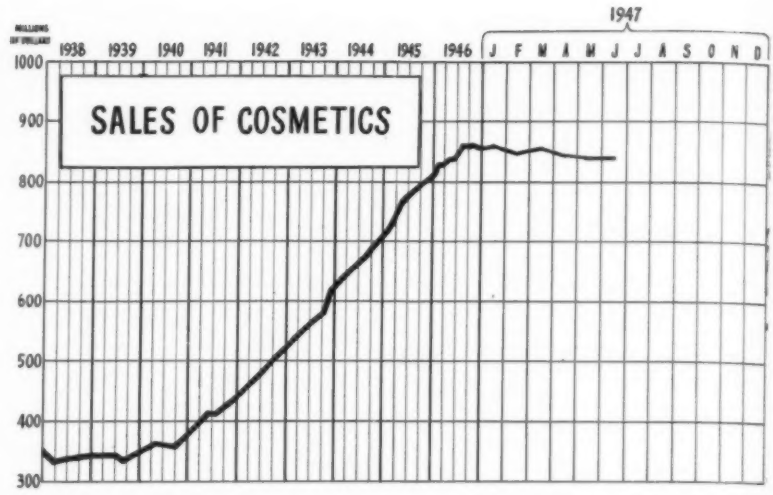
Business Inventories and Sales

A series of charts showing business inventories and sales from 1939 to 1947 has been prepared by Dun & Bradstreet, Inc. The current inventory situation, reflects that the trend is upward, but sales are up too. The value of inventories at the end of the first quarter of 1947 was approximately double that of the corresponding 1939 period, while manufacturers' shipments nearly tripled over the eight years.

In the post-war period the inventory-sales ratio rose sharply, reflecting a greater increase in inventories than in sales volume. Despite this sharp rise, inventories in relation to sales in almost all lines are lower than before the war.

Many war-inflated industries have found it difficult to cut their post-war operations down to a peace-time market without inventory pains. The recent war, however, with the over-all controls exerted by the Government, prevented inventory speculation to a large extent, and inflation was checked to a reasonable degree, the report continues. The pattern of prices upward was not so steep as in the period after the First World War, and is not likely to reach the destructive levels of 1921, when price rises continued far into a low employment period that does not exist today. Prices are high and should come down to lower levels, but it is not likely that they will shrink to 1939 levels.

The charts as drawn up by Dun & Bradstreet are based on data from the Bureau of Foreign and Domestic Commerce and the Bureau of Census.



Retail sales of cosmetics for the twelve months ended with June 1947 amounted to $842,967,000. This compares with $845,170,000 for the twelve months ended with May 1947 and with $840,253,000 for the twelve months ended with June 1946.

Southeastern Show

Buyers attending the Southeastern Toilet Goods Association's eighth annual show held in Atlanta, August 10-15, found some 68 national manufacturers' products shown in what was for the first time in several years, a buyer's market. Drug store buyers' orders accounted for approximately 3 per cent more of the show's total sales than they did last year, while department store buyers' purchase volume represented 5 per cent less than last year. Fewer lines were purchased this year by individual buyers, with favoritism shown for established lines.

This chart prepared by Dun & Bradstreet, Inc., shows that the value of inventories at the end o the first quarter of 1947 was approximately double that of the corresponding 1939 period, while average monthly sales and manufacturers' shipments nearly tripled.

In the post-war period the inventory-sales ratios rose sharply. Despite the rise, inventories in relation to sales in most lines were lower than before the war. Not until April 1947 did inventories show an increase as businesses continued the process of building inventories.

BLUE...

stops the eye... starts the sale

PACK TO ATTRACT IN

Maryland Blue

"That's it"... see other side

NATURALLY your product will stop more shoppers . . . and build more business . . . when it's packaged in rich, royal, "eye-stopping" Maryland Blue Glass. Here's why:

that's it

IN THE BLUE BOTTLE

BLUE makes your product easier to see.

BLUE makes your product easier to remember.

BLUE makes your product smartly modern.

BLUE insures rich, distinctive appearance.

BLUE stands out, assures better display.

BLUE advertises your product in the home.

BLUE builds profits, steps up repeat sales.

Write today . . . tell us the nature of your product and the sizes in which it is packed . . . and let us send you samples of appropriate stock designs. Or, if you use bottles or jars in large quantities, we'll be glad to create a special design for your exclusive use.

MARYLAND GLASS CORP.
BALTIMORE 30, MD.

PICTURED ON THE PRECEDING PAGE

are just a few of the handsome stock designs. This diagram makes them easy to identify.

1. French Square - - - in ¼ oz. to 16 oz.
2. Maryland Oval - in 1⅞ dram to 32 oz.
3. Cabinet Square - - - in ½ oz. to 32 oz.
4. Chesapeake Oval - - in 4 oz. to 32 oz.
5. Squat Jar - - in 2⅝16 dram to 18 oz.

ALSO AVAILABLE IN CLEAR GLASS

pack to attract in *Maryland Blue*

Madison Avenue Perfume

George Robert Parkinson has been around in the perfume business and has stamped his identity in quite a few well-known spots. Now in dramatic advertising in *Beauty Fashion*, he announces his newest venture.

Big headlines tell the story in a few words. "Parkinson Boldly Admits Fatherhood of New Prestige Perfume that isn't French." Mr. Parkinson writes in his advertisement, "No country has a monopoly on oils and no country can produce a fine perfume from its own resources. Whether I work in Paris, London or New York, I must import most of the oils I use. Here today in New York, I can obtain world supplies better than in any other perfume center, because this country works with uncontrolled currency. My new perfume Eros was put together by me in my Westchester County laboratory. It is being mixed under my supervision in my Madison Avenue laboratory. The bottle and all appurtenances have been designed and are being made in America. Eros is an extraordinary fine perfume, blended, made and packaged in America by Americans."

This is not exactly a new trail that Parkinson is blazing. No one, however, has presented the issue more forthrightly. At a time when the retail trade has been rejecting a vast array of new French perfumes, some of them executed with great skill and with interesting backgrounds, it will be of more than usual interest to see the trade reaction to Mr. Parkinson's presentation. He certainly hasn't picked the easiest time in trade history to force this issue.

Estimating Fall Business

As an interesting indication of retail buying for this Fall, and as an indication of just what happened to some of the thoroughly sound cosmetic manufacturers this Spring, the story of a recent trip by the head of one of the solidly established companies is worth telling.

This manufacturer's figures for some years back show that business is the second six months was almost exactly double the business of the first six months.

This trip covered a little over 50 of the top department stores and on it the manufacturer sought a frank and friendly estimate of the amount of business these stores were placing for the Christmas season. Although the manufacturer did not take orders he is convinced that the figures given him by these stores represent a sincere appraisal of the goods which they expect to order and believe they can sell. The figures for these 50 stores came to 20 times the volume of business of the first six months for the Fall season. This seems like an extravagant estimate, but the facts are that if they materialize the amount of business would be only 80 per cent of last year which gives some indication of the appalling thud, in Spring business.

Now the problem that has this manufacturer worried is that if the stores' estimates of what they can sell is true, will they give him all of his orders in sufficient time for the manufacturer to ship and the store to get the goods up on the counter in time for the public to purchase.

Houbigant offers a new inspiration in lipsticks. The shape of the Chantilly perfume bottle is repeated in the lipstick case, even to the fluted bottle cap on the top.

Daggett & Ramsdell is introducing a new line of toiletries for men, scented in a clean, fresh, bracing and zestful fragrance. The packaging, too, reflects the masculine preference.

"Cinderella's Pumpkin," a new shade by Revlon, is described as a crimson riding in a golden coach! The packages are intriguing—gilt fairytale coaches, fairy godmothers, and the magic pumpkin itself embossed on a white background.

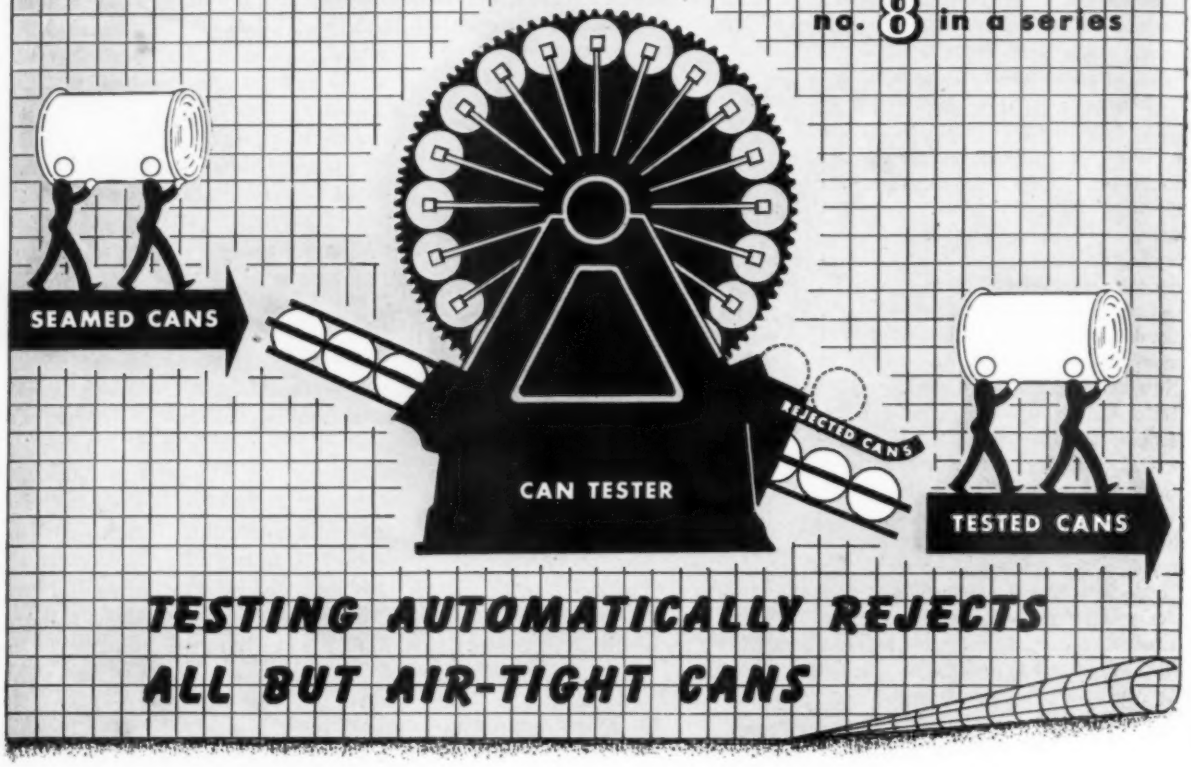
Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing the increase for the month of June 1947 as compared with the same period in 1946.

	Department Store	*Drug Store*		*Department Store*	*Drug Store*
Atlanta	–6	+9	Memphis	X	–6
Baltimore	+6	–8	Milwaukee	+5	+2
Birmingham	+2	–3	Newark	+4	+1
Boston	+14	–1	New Orleans	+9	X
Chicago	+3	+4	New York	+3	+4
Cincinnati	+4	+1	Philadelphia	+3	–2
Cleveland	X	–5	Pittsburgh	0	–1
Dallas	–6	–4	Providence	+4	–2
Denver	X	+5	Saint Louis	–6	–2
Detroit	+8	+14	San Francisco	–5	+22
Indianapolis	–5	–4	Washington	–6	–5

NATIONAL CAN PROTECTS QUALITY

no. 8 in a series



TESTING AUTOMATICALLY REJECTS ALL BUT AIR-TIGHT CANS

"Air wants to get out" as the saying goes. National Can Corporation has long recognized this. It has given a compressed air test to every one of the thousands upon thousands of metal containers to come from the double seamers.

Here's what happens at every National Can plant. Finished cans are placed in pockets on a large revolving wheel, and, after rubber pads have sealed can and pocket, air under pressure is introduced. The area outside the can but within the pocket is normally at atmospheric pressure, yet should a can leak, this pressure increases. As the test ends, each pocket is opened to a diaphragm like that of a telephone. The pocket with a leaky can actuates the diaphragm with its greater pressure, and the imperfect can thus detected is ejected automatically.

This automatic tester is one of the most ingenious of the modern machines used by National Can Corporation to safeguard quality from the first to the final steps in can-making.

NATIONAL CAN

CORPORATION

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

SALES OFFICES AND PLANTS IN: BALTIMORE, MD. · CHICAGO, ILL. · HAMILTON, OHIO · BOSTON, MASS. · INDIANAPOLIS, IND. · MASPETH, N. Y. · CANONSBURG, PA. · ST. LOUIS, MO.

The Cosmetic Trend

The tendency has been general to decry the results of the first seven months of this year on the theory, apparently, that anything that does not boom constitutes a recession and that it is easier to complain than to find out what is wrong with the market. If anything can be wrong at a time when sales run at an approximate $845,000,000 and have all the potentials for growth rather than a decline.

As a matter of fact, while, no doubt, some branches of the industry and some of its manufacturers fail to repeat the high performances of last year there are, on the other hand, dozens who are doing substantially better. They are those who refuse to let themselves be intimidated by the depression psychology of their customers and keep on pushing as they have done successfully through the past years.

Actually, there are very few ostensible reasons why toilet goods sales should recess and there is every real reason, why even manufacturers who are now behind their last year's volume should pick up during the remainder of the year.

Admittedly, average retail statistics are not a perfect measure for the prospects of the toilet goods and cosmetic industry; for the prime reason that cosmetic sales have a habit of growing, independently of whether the retail sales decline or rise. However, if cosmetic sales should really be lower this year, as noses are counted after Christmas, this would certainly be the first year in the history of the cosmetic business that it has declined in the face of an otherwise rising market.

Department stores were ten per cent ahead by the end of July. If they have continued to sell their usual quota of toilet goods and cosmetics they should have carried their toilet goods counters along with the bulk of their departments. If they have not, as has been reported from some quarters, the pick up is certain to put in appearance before the arrival of fall.

High spots in the current rise of department store sales are: Boston, Philadelphia, Cleveland, Chicago, St. Louis and Minneapolis, which all exceed the national average sales increase of 10 per cent over 1946; or at least equal it. All are notoriously good markets for the toilet industry.

Christmas orders for general gift merchandise are placed on the theory of a probable average sales increase of six to ten per cent for the whole of the season which, buyers feel, should give them this year a little more than their usual 20 per cent of annual toilet goods sales, in view of the lowered activity earlier in the year.

So, whatever happens to toilet goods during those coming five months, it looks very much as if it was not the customer and his purchasing habits who must be blamed, if cosmetic sales should not follow the general upswing of the retail markets, but the cosmetic manufacturer who fails to make the correct use of his opportunities. Manufacturers may find, as a matter of fact, a much more improved morale among their distributor customers at the beginning of their fall campaign. Buyers, returning for their second trips, generally have been more optimistic and less hamstrung by restricting executive policies.

Cosmetic Buying Habits

The St. Louis Globe-Democrat has just completed an excellent survey of cosmetic habits in the St. Louis area. As we pointed out a few issues ago in commenting on an equally authentic study in Milwaukee by the Milwaukee Journal, these surveys are providing the best proof that cosmetics are far from being a luxury, are one of the most universal necessities for our standard of living.

In this survey, as in others, face powder and lipstick stand at the top of the list as general necessities. Eighty-nine per cent of the women use face powder and 87 per cent use lipstick.

This survey has several interesting new features. One is an estimate of the average monthly expenditures for each type of cosmetic, a figure which gives an excellent theoretical basis for estimating the annual consummation of these cosmetics.

The other factor is the division of women into basic groups in accordance with their market importance and population numbers in this particular metropolitan market. Housewives comprise half of the women surveyed; followed by office employees, 22.5 per cent; manual workers, 22.5 per cent and students, 5 per cent.

Below is a table taken from this survey, which shows the total number of women in these groups using each kind of cosmetic and the average monthly expenditures of these combined groups for the cosmetics.

	% Use	*Av. Mon. Exp.*
Cleansing Cream	43%	33 cents
Cologne	76	43
Deodorant	75	25
Hand Cream	47	26
Hand Lotion	50	23
Shampoo	65	52
Nail Prep	60	24
Home Permanent Wave	13	26
Face Powder	89	23
Rouge	59	11
Lipstick	87	27
Toothbrush	99	10
Dentifrice	94	35
Mouthwash	53	30

Stork in French

The first 99 year contract by an American company for full sales rights in the United States for a line of French perfumes was signed recently by Sherman Billingsley of the Stork Club with Le Galion of Paris. The American company will be called "Cigogne" which is quite a mouthful for the salesgirls, but was adopted because it means stork in French.

Associated with Mr. Billingsley will be Morton Downey of radio fame and Steve Hannagan, well-known publicity counselor and man-about-town. The new company will continue under the same active management with Raymond Pillois in charge and with temporary offices in an upper floor of the Stork Club building.

In the initial letters to the trade, addressed to the heads of leading department stores, Mr Billingsley states that he has distributed a great many million dollars worth of perfume to the public through the Stork Club, and therefore has acquired an excellent knowledge of what the public likes in the way of perfume. Now in the six Le Galion odors he has discovered what he considers the tops in perfume appeal.

The Stork Club is intimately tied in with Le Galion, and there is little doubt that this famous restaurant and social rendezvous will be an intimate part of the promotion plans for the perfume.

We are glad to welcome a night club into the industry. The more recent entrants have seemed to be all dressmakers.

Parfums Charbert presents a new perfume, The French Touch, a witty, flirtatious fragrance beautifully packaged in turquoise and black, and bottled in a new version of Charbert's crystal-cut bottle.

Corday introduces "Fame—the parfum no woman or man will ever forget!" Fame has an exhilarating note, a flowery, stimulating fragrance, that is presented in a drop front hinged top box.

Max Factor has introduced a Lipstick Trio—three shades of the new Max Factor Hollywood lipstick—clear red, blue red and rose red—in a clear, plastic case.

Squeezable Bottle

You've heard the gag about squeezing the bottle to get the last drop. Well, science has come along with a product to make that statement true.

Made of tough, war-developed thermo-plastic that will not break, shatter, spill or leak, the plastic bottle will resist the roughest usage. Jules Montenier Inc., Chicago, is using it for Stopette, a spray deodorant, brought out by his company. Merely by squeezing the bottle a fine spray is applied to the skin with no fuss or messy fingertips. Since it dries instantly, it protects clothing and is gentle to the skin.

The built-in atomizer head in the neck of the bottle is merely a tiny hole 4/000 of an inch in diameter, is the outlet for the liquid deodorant, and the only way the liquid can come out, is when pressure is applied to the bottle itself, making the bottle an ideal for carrying in one's purse or overnight bag.

Hudnut Museum

One of the really interesting places in the trade is the Hudnut Museum. On the newly decorated sixth floor of the Hudnut Building, an air-conditioned room has been set aside to preserve and display all of the packages in the various Hudnut brands from the first Hudnut product in 1890.

The earliest package shown is one product used in 1892.

The display is arranged in date sequence for the various brands. Thus a visitor can see the history of DuBarry packaging and the development and packaging changes year by year from the first DuBarry package to the present modern designs.

The Hudnut people call this their package archives. So far as we know, this is the only package archive in our industry, and it is certainly one of the most extensive and historical in any industry.

Course in Eye Appeal

A series of fifteen lectures on the "Anatomy of Eye Appeal," is being given by the well-known industrial designer, Egmont Arens at New York University.

The course is offered Wednesday evenings from September 24 to January 14, the fee being $30.00 for the entire course or $2.50 for a single lecture. It is devised for business and professional people whose activities include packaging, display, advertising and product design.

Registration can be made by mail or in person.

Stopette Spray Deodorant is packaged in a unique squeezable bottle which is light in weight, will not break, spill or leak, and can be carried in purse or pocket. Jules Montenier, Inc. is the distributor.

Helena Rubinstein will introduce "Command Performance" a new perfume to the retail trade in November. Command Performance also comes in eau de parfum and bath powder.

Three Sportsman grooming essentials in a stand-up box make a holiday gift set. Fresh outdoor tang of the shaving lotion and cologne makes it a masculine delight.

Handsome and dependable... the ANCHOR NKCT Cap

★ Sleek, domed panel

★ Smooth, trim lines

★ Knurl-free skirt

★ Removes easily

★ Smooth "spin-on" action

★ Airtight, leakproof protection

★ Reseals effectively

YOU'LL like the finished appearance the Anchor NKCT Cap gives your packages. It has smooth, trim lines, a rounded panel and knurl-free skirt, all combining to make it a most attractive closure.

That's why manufacturers, proud of product and package, use the Anchor NKCT Cap for increased sales.

And more important, the Anchor NKCT provides a completely dependable, airtight, leakproof seal. The Anchor "Deep-Rolled" Thread firmly grips the underside of the glass thread near the container wall, draws the liner down with an even pressure, seals all the way around the top of the container finish.

Broadly rounded, the "Deep-Rolled" Thread provides plenty of clearance during application—prevents jamming or cocking—speeds sealing.

And in the consumers' hands it spins off—and on again—quickly and easily—time after time—protecting the contents until entirely used.

Tune in "Crime Photographer" every Thursday evening, entire Coast-to-Coast Network, CBS.

Anchor
CONTAINERS and CAPS

PRODUCTS OF
ANCHOR HOCKING GLASS CORPORATION
LANCASTER, OHIO

MORE EYES REACH FOR YOUR PRODUCT

IN CARTONS OF COATED LITHWITE*

...It's CLAY-COATED—*PLUS!*

What gives cartons of *Coated* Lithwite such a big eye-powered plus? The finer printing surface of this revolutionary board, of course.

***Coated* Lithwite's** clay coating is *filmed* on by an advanced precision process in which Gardner-Richardson has had 8 straight years of pioneering experience. And it's filmed on a *base stock* that reflects Gardner-Richardson's 89 years of papermaking know-how.

Result: a clay coated board that is appealingly white, bright, exactingly level . . . that brings colors up brilliantly, reproduces pictures with true-to-life realism. *Coated* Lithwite is rub-resisting, fade-resisting, too . . . takes a positive seal . . . folds and scores without flaking.

* * *

Additional Equipment for the production of *Coated* Lithwite is being installed and may be ready in time to make your next run of cartons. We'd like to show you how cartons of this *plus* clay-coated board can give your product a *big plus* in the hard-selling days ahead.

A product of THE GARDNER-RICHARDSON CO.

Manufacturers of Folding Cartons and Boxboard, Middletown, Ohio

Sales Representatives in Boston, Chicago, Detroit, New York, Philadelphia, Pittsburgh, St. Louis.

Reg. U.S. Pat. Off.

New Perfection DROPPING PARTS

FAULTLESS PERFORMANCE

INCREASES YOUR PRODUCT'S POPULARITY

The popularity of any product is determined by its ability to please. The easy, dependable functioning of New Perfection dropping parts in administering your product will add to its pleasing qualities and increase its popularity. AND INCREASED POPULARITY MEANS INCREASED SALES.

Carefully made of quality materials, New Perfection Dropping parts offer the utmost in efficiency, cleanliness and dependability. They are available in a wide range of styles and sizes for use with your own bottles or in combination with our Modernistic style bottles in Amber, Green, Blue or Clear glass. Bottle sizes—2 cc, ⅛, ¼, ½, 1 and 2 oz. Rubber parts can be furnished in either Amekine (synthetic) or natural rubber. Caps—Plastic or metal—many sizes. Dropper glasses—any length and various styles.

TWO SPECIAL FEATURES • AVAILABLE FOR SPECIAL USES

AMEKINE NON-SWELLING

SYNTHETIC RUBBER PARTS

Amekine synthetic rubber, developed by the Pennsylvania Glass Products Company for use with oily preparations, has put an end to the ruinous swelling of rubber dropping parts. Repeated tests have proved Amekine's superiority to natural rubber in this respect. Amekine does not swell out of shape like natural rubber after long exposure to oil or oily preparations.

CALIBRATION IN COLOR

MAKES ACCURATE DOSAGE EASY

If your preparation is to be administered in specific doses, you will find our calibrated dropper glasses an invaluable sales aid. The glasses are marked in color at levels which indicate any desired capacity, making accurate dosage easy and convenient.

Write for Samples and Quotations

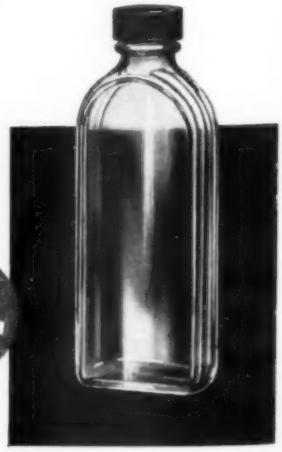
PENNSYLVANIA GLASS PRODUCTS CO. INC.

"GLASS GOODS OF THE BETTER KIND"

428-432 NORTH CRAIG STREET . . . PITTSBURGH (13), PA., U.S.A.

Such popularity must be deserved...

Heavy demands from drug and cosmetic manufacturers pay ample tribute to the selling power of products in these modern glass containers.



FOSTER • FORBES

marion ovals

FOSTER-FORBES GLASS COMPANY • MARION, INDIANA, U.S.A.

Sales Representatives—ST. LOUIS • NEW YORK • CINCINNATI • DETROIT • CHICAGO • CLEVELAND
ST. PAUL • MILWAUKEE • ATLANTA • KANSAS CITY • MEMPHIS • LOUISVILLE • HAVANA, CUBA

BRIDGEPORT

Metal Cosmetic Containers

Caps and Closures

Perfume and cosmetic manufacturers for more than a quarter of a century have recognized the precision craftsmanship of Bridgeport Metal Cosmetic Containers.

The consistent uniformity and beauty of our products has resulted in many leading manufacturers remaining as consistent users of Bridgeport Metal Containers.

When you are again planning a product that requires an original design be sure to examine the fine precision and decorative beauty of Bridgeport Products.

Bridgeport Produces

- Vanities
- Jar Caps
- Bottle Caps
- Lipstick Containers—Swivel, Slide, Automatic
- Dry and Paste Rouge Cases
- Powder Boxes
- Perfume Vial Cases and Caps
- Lip Brushes
- Drawn Talc Containers
- Miscellaneous Make-up Cases and Other Metal Specialties

THE BRIDGEPORT METAL GOODS MFG. CO.

Established in 1909

BRIDGEPORT, CONN.

PHONE: BRIDGEPORT 3-3125

Smooth as glass and twice as fetching are these plastic closures by Standard Cap. All made from private molds in a wide variety of colors, they add much to the eye-appeal of the packages for which they were designed.

To help you create for your product a plastic closure of unusual form and appeal is an important part of our service. Or if you prefer stock designs, we have a large number from which you may choose. May we have the opportunity of telling you more about our products, facilities and service? Write us at the address below.

STANDARD *Cap & Molding* COMPANY, *Inc.*

Molders of Plastic Closures

307 S. EATON STREET, BALTIMORE 24, MD. • *Offices in Principal Cities*

WE DID EVERYTHING BUT MAKE IT RAIN TO GIVE YOU BETTER GLASS SERVICE!

RECENTLY, one of our glass plants was faced with a diminishing water supply. This situation was so critical it threatened to close down the plant and stop delivery of glass containers needed by our customers. Without large quantities of cooling water, it would be impossible to run the high-speed container forming machines.

Municipal pumping facilities and our own pumping station were taxed to the limit. To make matters worse, the municipal station was forced to by-pass the water-softening process because of the terrific demand. Hard water is not suited for use in cooling machines.

To meet the emergency, our Engineering Department made a study and instituted several corrective measures. They constructed an underground reservoir with large capacity and installed additional water-softening equipment. To complement that, they erected a complete water conservation system which enables us to recirculate 50% of the cooling water formerly wasted down the drain. Thus we were able to pass the crisis maintaining regular deliveries, enabling customers to keep up their normal production schedules.

The same reservoir of skill and experience which answered this problem stands ready to help you solve your glass and closure problems. Our unusually large staff of engineers, research men, and designers will gladly help you with your glass packaging problems. Don't hesitate to call on them. For further information about any of Armstrong's glass or closures, contact your Armstrong representative, or write direct to Armstrong Cork Company, Glass and Closure Division, 3809 Prince Street, Lancaster, Pennsylvania.

NO OTHER CONTAINER *sells* LIKE GLASS*

if it's *selling* you're after, the most powerful point-of-sale selling you can have is glass. Just ask a housewife. She believes a product is good when she *sees* it. When she *sees your* product, with its color and quality, you'll be mighty glad you've packaged your product in *eye-appealing, buy-appealing glass.*

Knox glass containers have a lot to offer you. Check into our twelve modern plants, "situated to serve," and you'll soon see why it's a smart idea to come to Knox first.

**Do you know about our Knox Perma-Lettering process? Your name and message are fused and fired right to the glass... can't rub off or wear off. Write Knox for details.*

KNOX *is modern*

The latest machinery and equipment are used in every one of the twelve Knox plants. And our Central Laboratory and Research Division is alert to every problem of product design and manufacture.

KNOX *is skillful*

There's a tremendous pride among Knox production workers to maintain leadership in the glass industry by giving each product specialized, careful attention. It's your guarantee of perfection.

KNOX *is versatile*

Everything from intricate designs to sturdy, simple bottles flows from the network of Knox plants. We take even the toughest problems in our stride. No matter what your problem, see Knox first.

EVERY KNOX A BOOST
Container
FOR YOUR PRODUCT

KNOX GLASS ASSOCIATES, INC., Knox, Pa.

Knox Group operating twelve modern plants strategically spotted throughout the United States

first to develop a corrugated box for *both* SHIPPING *and* DISPLAY

SELL FROM THE SHIPPING BOX! As with most good merchandising ideas, this one is so simple, it's startling. H & D was first to apply it functionally to corrugated box design.

What's the result? A box which gives maximum protection to merchandise enroute . . . and keeps on working after it gets there. A box which, with the flip of a lid, "show windows" your products with colorful, arresting effectiveness on counter or shelf. It is one of many H & D "firsts," which have contributed so much to minimized damage in transit, reduced shipping costs, increased sales for hundreds of industries. The Hinde & Dauch Paper Company, 4710 Decatur St., Sandusky, Ohio.

LOOK TO

REG. U. S. PAT. OFF.

H&D

FOR PACKAGING "firsts"

HINDE & DAUCH · *Authority on Packaging*

FACTORIES IN: Baltimore 13, Maryland • Buffalo 6, N. Y. • Chicago 32, Illinois • Cleveland 2, Ohio • Detroit 27, Michigan • Gloucester, N. J. • Hoboken, N. J. Kansas City 19, Kansas • Lenoir, N. C. • Montreal, Quebec • Richmond 12, Virginia • St. Louis 15, Missouri • Sandusky, Ohio • Toronto, Ontario • Boston, Mass.

beauty expert

Since beauty is often only jar deep,

Hazel-Atlas Opal Jars are designed to sugge

and compliment your product. They a

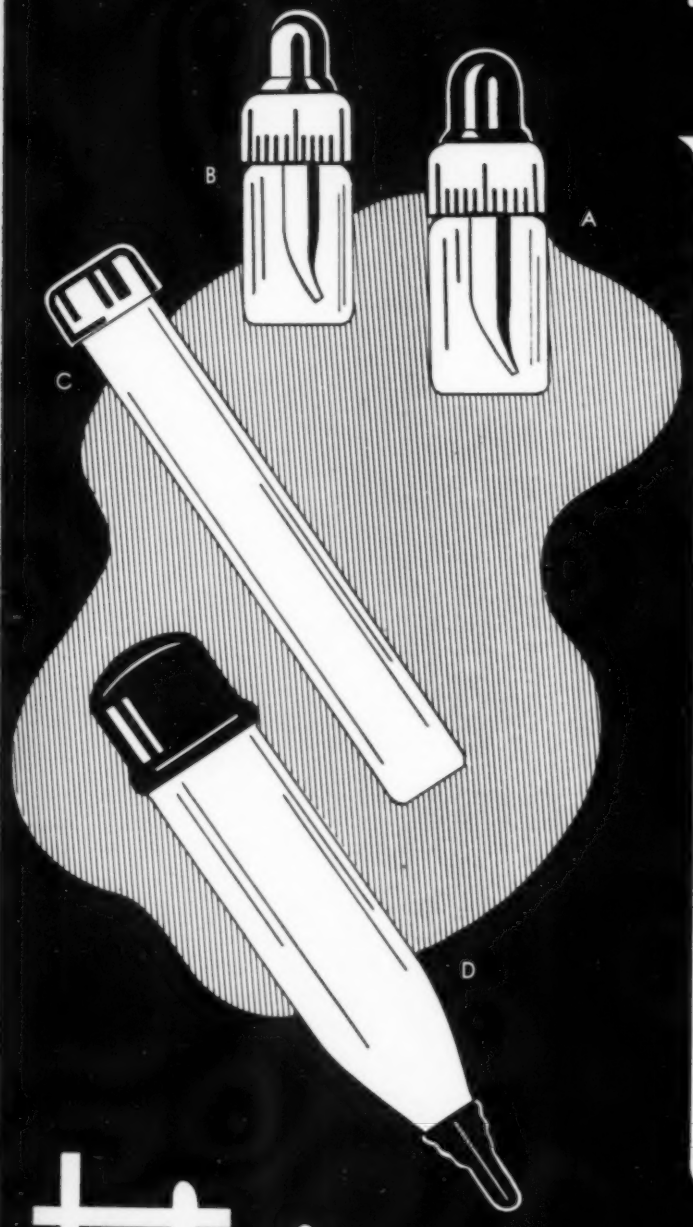
a first-aid to those in quest of beauty.

Hazel-Atlas Glass Co.

Wheeling, W. Va.

SCIENTIFICALLY *perfected*

TO YOUR SPECIAL REQUIREMENTS



WE will completely design, assemble and personally supervise, with precision, no matter what your specifications, any type fitment, vial or closure for Serums, Vaccines, Toxines, Medicines, Chemicals and Vitamins, whether for Chemical or Pharmaceutical use.

Be benefited by our scientific service to aid you in the selection of your specifications . . . at no extra cost.

Expert workmanship, the finest materials and unexcelled service is your assurance in every part.

•

(A) Screw neck, 5cc vial with dropper fitment complete.

(B) Screw neck, 3cc vial with dropper fitment complete.

(C) Shell vial with special design air-tight rubber closure. (Patent Pending)

(D) New type dropper ampule for any type of liquid. Absolutely leak proof.

totus

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PHARMACEUTICAL LABORATORIES

70 E. COULTER ST. PHILADELPHIA 44, PA.

The new *Remington Foursome* utilizes every feature of

PLASKON MOLDED COLOR

● This new model—announced as the greatest advance in electric shaving since Remington Rand invented the multiple-head shaver—is a highly efficient application of Plaskon Molded Color.

The sparkling, eye-catching case is molded in a distinctive Remington design, that assures valuable product identification. The Plaskon material is clean-looking, sanitary, and of itself cannot support bacteria or fungi. The Plaskon color is permanent—the material will not tarnish, corrode or discolor—and the surface becomes more lustrous and gleaming with handling.

Plaskon Molded Color is warm and inviting to the touch. It is strong, shock-resistant, and won't shatter. It is a non-conductor of electricity, and has high dielectric strength.

Write for free illustrated book showing many uses of Plaskon* urea-formaldehyde and melamine-formaldehyde molding compounds in manufacturing and merchandising.

Molded by Consolidated Molded Products, Scranton, Pa., for Remington Rand, Inc., Bridgeport, Conn.

*Reg. U. S. Pat. Off.

PLASKON DIVISION LIBBEY • OWENS • FORD GLASS CO. 2110 Sylvan Ave., Toledo, Ohio
In Canada: Canadian Industries, Ltd., Montreal, P. Q.

PLASKON
MOLDED COLOR

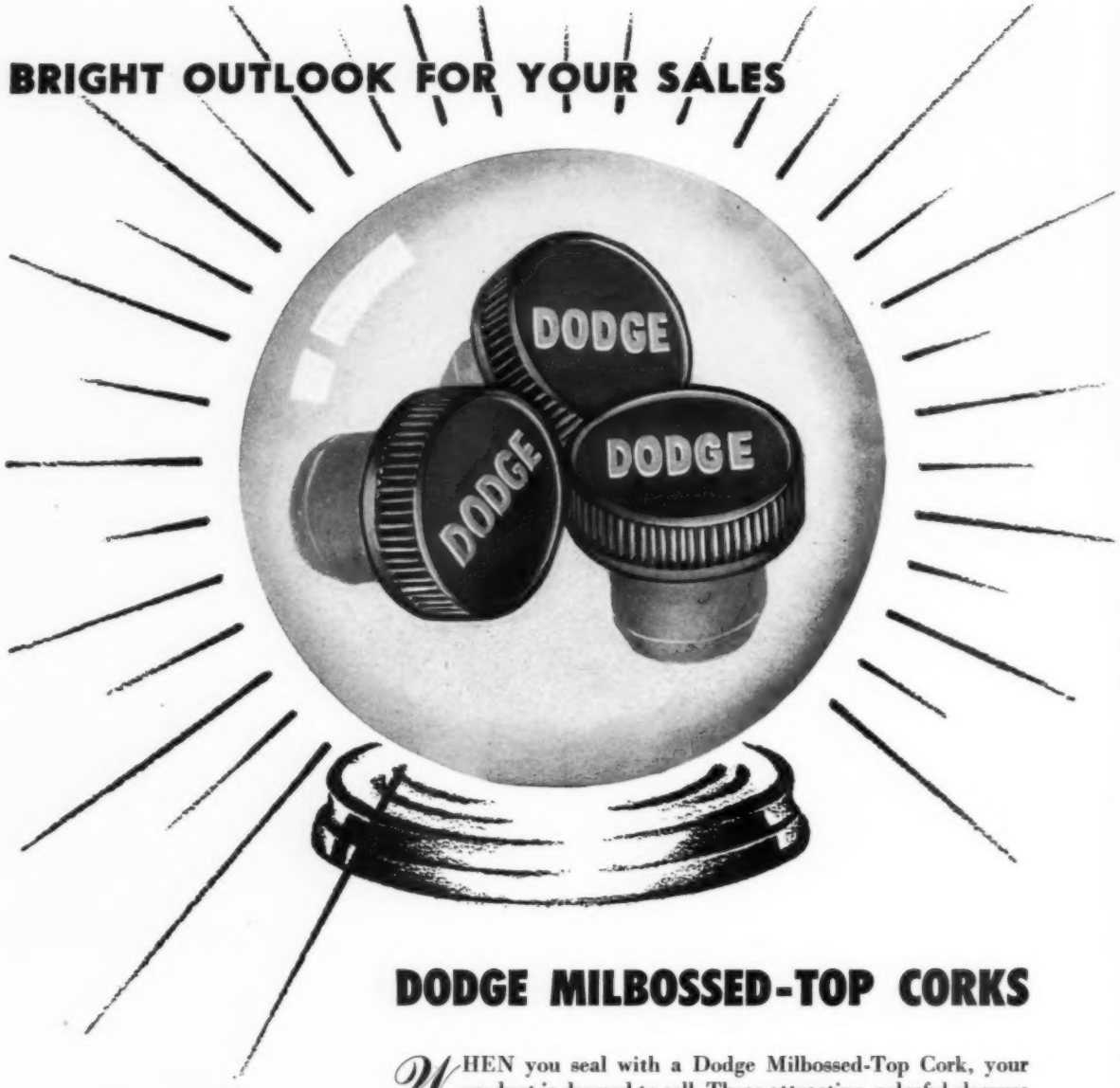
P-45---a new stock bottle in line with Swindell's tradition of quality

It's ready now! Swindell's new stock bottle, designed along classic lines that hold special interest for the perfume and cosmetic trade!

Available for immediate delivery in ⅛ ounce, ¼ ounce, ½ ounce, 1, 2, 3, 4, 6, 8, and 16 ounce sizes.

SWINDELL BROS., BALTIMORE, MD.
200 FIFTH AVENUE, NEW YORK • ROBERTO ORTIZ—HAVANA, CUBA

BRIGHT OUTLOOK FOR YOUR SALES



DODGE MILBOSSED-TOP CORKS

WHEN you seal with a Dodge Milbossed-Top Cork, your product is dressed to sell. These attractive, colorful closures add distinction to your package . . . help identify it as yours and nobody else's.

The contents of your package gets the utmost protection from a perfect seal of high grade natural cork. Tops are made of choice hardwood . . . durable, cleanly knurled.

Dodge Milbossed-Top Corks are easy to remove and replace. They are furnished in a wide variety of sizes, colors and designs to meet your specific requirements.

In this colorful folder you will see how Dodge makes closures to seal and sell. It takes you on a tour of the plant . . . shows step-by-step just how it's done. Write today for your free copy.

DODGE CORK COMPANY, INC., LANCASTER, PA.

DODGE CORK CLOSURES

designed to Guard the Integrity of the Contents

35,000,000 people hear about your glass-packaged products on "Crime Photographer"

EVERY Thursday night Anchor Hocking's star salesman, *Crime Photographer,* takes the air on the 145 stations of the Columbia Broadcasting System.

And that's the signal for millions of American families to pull up their chairs and listen. *Crime Photographer* has the largest audience of any Thursday program . . . greater than the vast majority of radio's other top shows.

Those 35,000,000 listeners . . . those 35,000,000 *customers* . . . get 27 minutes of fast, suspense-full entertainment and . . . *3 minutes of high-powered, competition-free sales-talk on the consumer benefits of glass packaging.*

That's 3 minutes of solid, down-to-earth *sell* on Anchorglass containers and Anchor caps for increased *safety* and *convenience.* 3 minutes that pay increased dividends to manufacturers of glass-packaged products. *Dividends in consumer demand.*

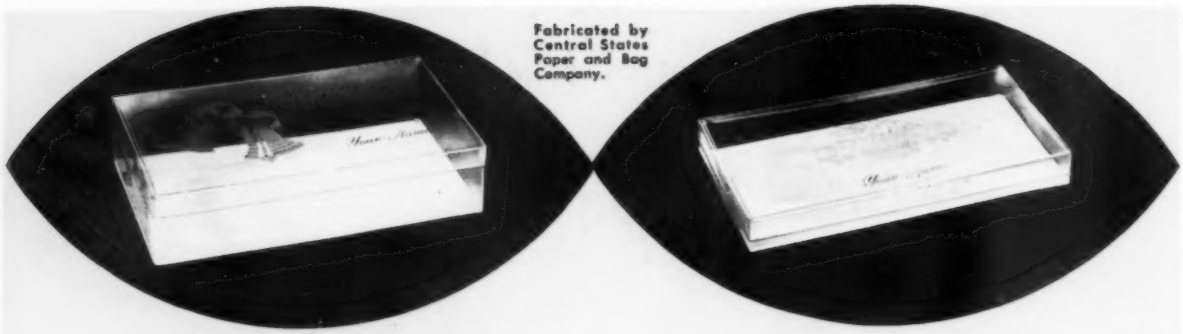
More and more, our listeners *want* glass-packaged products.

More and more, they want *your* products, glass-packaged.

Add "Crime Photographer" to your sales force. Presented on Thursday night over CBS by Anchor Hocking . . . "the most famous name in glass."

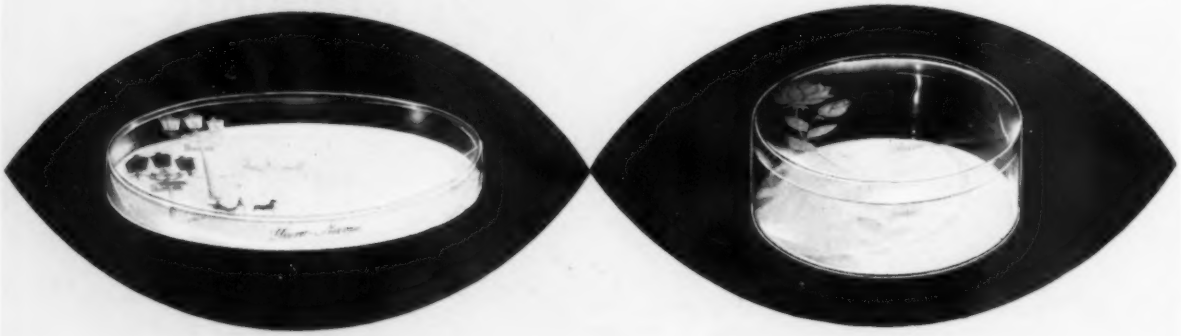
Anchor
CONTAINERS and CAPS

PRODUCTS OF
ANCHOR HOCKING GLASS CORPORATION
LANCASTER, OHIO



Fabricated by Central States Paper and Bag Company.

ready-made for $ales...



WITH VUEPAK

FOR

PERFUME

CORSAGES

COOKIES

CANDY

HATS

POWDER PUFFS

Your product's eye-appeal is instantly translated to "buy-appeal" when you show it in sparkling, transparent Vuepak. Sales-making color, beauty and design are enhanced, fully displayed and protected in individual "showcases" of this rigid, crystal-clear, Monsanto packaging material.

Pre-fabricated boxes like these make the Vuepak "eye-way" to selling even easier and more economically available. A variety of sizes and shapes make them adaptable to a wide range of products. Printed to order with attractive designs and your name, they give your product truly distinctive individuality in addition to Vuepak's proved selling value.

If your product is good to look at, it will pay you to put it in Vuepak. Shoppers *can't* overlook Vuepak'd merchandise, and retailers give it fullest cooperation.

Get complete information from MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield 2, Mass.

In Canada: Monsanto (Canada) Limited, Montreal.

Vuepak Reg. U. S. Pat. Off.

VUEPAK

MONSANTO

CHEMICALS — PLASTICS

SERVING INDUSTRY . . . WHICH SERVES MANKIND

We're catching up!

Production's galloping ahead—and although orders are still slightly in the lead at present, we're hoping to fill them soon.

The outlook is bright because our facilities for turning out cans have been vastly expanded, and today many raw materials are being scratched off the "shortage" lists.

Please accept our thanks for your patience during the "shortage years," and don't hesitate to call us if you'd like further information. Just contact the nearest Continental sales office.

CONTINENTAL CAN COMPANY

100 EAST 42nd STREET, NEW YORK 17 N. Y.

Tooth powder, baby powder and talcum powder cans, attractively lithographed with your own design. Round, oval and oblong cans with various styles of sifter closures.

If You Want an Unbreakable Package

NEXT TIME Get LUSTEROID

You don't have to worry about container breakage when your product is packaged in LUSTEROID.

These feather-weight vials and tubes are remarkably strong and rigid. Made of resilient plastic, they are practically unbreakable. Thus, your product is protected in transit, in storage and in use.

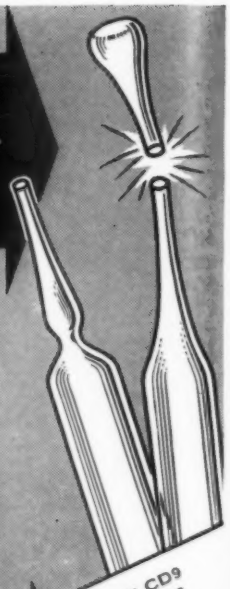
Other LUSTEROID qualities include product visibility, printability, wide range of colors—clear or opaque—and economies in handling, packing, shipping and labeling.

Sizes from ¼ to 1¼ inches in diameter and lengths up to 6 inches. Cork, slip-on or screw-cap closures. Write for full details.

LUSTEROID CONTAINER CO., Inc.
Formerly Lusteroid Division of Sillcocks-Miller Company

Office and Factory
10 W. PARKER AVENUE, MAPLEWOOD, N. J.
MAILING ADDRESS: SOUTH ORANGE, N. J.

All Coby Ampoules are "VACUUM FREE" Before Snipping



Special process breaks vacuum in ampoule before snipping, to minimize the foreign particles and glass dust that may be sucked in when ampoule end is cut off.

Extensive line stocks all common sizes in both straight and constricted neck ampoules.

EXPERT GLASS BLOWERS SPECIALIZE IN COMPLETING ODD SIZES AND STYLES TO CUSTOMER'S SPECIFICATIONS.

WRITE DEPT. CD9 FOR DESCRIPTIVE CIRCULAR AND CURRENT CATALOG

THE COBY GLASS PRODUCTS COMPANY
ATTLEBORO, MASSACHUSETTS • U. S. A.

Use LABELS AND SEALS ..

FAITHFUL Joy SERVICE

JOHN HORN
835-839 TENTH AVENUE
NEW YORK 19, N.Y.
FOR OVER FIFTY YEARS

for greater sales appeal

METAL · EMBOSSED
ENGRAVED
DIE STAMPING FOR BOXMAKERS

CARR-LOWREY CONTAINERS

Gems OF THE GLASSMAKER'S ART . . .

Manufacturers of quality perfumes and cosmetics can bring the designs for their highly distinctive containers to Carr-Lowrey with complete confidence. Fifty-eight years of experience in working with unusual designs has enabled us to develop the skills and facilities that permit the manufacture of fine glass containers within a commercial price range.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 500 FIFTH AVENUE (18) • *Chicago Office:* 1502 MERCHANDISE MART (54)

OPAL JARS • HANDMADE GLASS BOTTLES • MACHINE MADE FLINT GLASS BOTTLES

Top off YOUR BOTTLE OR JAR *with a* RICHFORD METAL CLOSURE

Any Size *Plain or Embossed* *Any Shape*

or

Designed and Manufactured to your Specific Requirements

RICHFORD CORPORATION

221 Fourth Avenue, New York City

Represented in: St. Louis, Kansas City, Chicago, Los Angeles, Pittsburgh, Cincinnati, Minneapolis

32 years of label experience

in these **32** *pages . . .*

Yours for the asking

A new slant! A new approach, featuring TESTED labels, compiled in one book from the records of the largest label manufacturer in the world, serving over 50,000 customers a year — for 32 years! Send for your FREE copy and see why Ever Ready is your logical label source.

EVER READY *Label* CORP.

141-155 East 25th Street - New York 10, N. Y.

MOULDS

LIPSTICK • SANITARY LIPSTICK • STYPTIC PENCILS • SUPPOSITORIES • MASCARA

PROGRESSIVE MACHINE WORKS

137 West 22nd St., New York 11, N. Y.

ROUGE • COMPACT POWDER

also

PUNCHES FOR TABLETS

DIES

Dependability Counts*

BERNARDIN *Metal Closures*

*Since 1881—
America's First Manufacturer
of Metal Closures

BERNARDIN BOTTLE CAP CO., EVANSVILLE, INDIANA

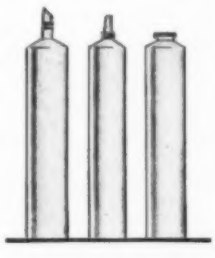
Why Albert, how you have grown!

Figures Show "The Swing Is to ALUMINUM Tubes"

Aluminum's share of total collapsible tube sales has *doubled* in ten years! (Shipments for 1st quarter, 1947, compared with same period, 1937.)

More aluminum tubes are being used because they combine all the requirements for good packaging. Aluminum tubes are reasonable in cost and attractive in appearance. They hold decorative coatings and stand up in use without cracking and splitting. Non-toxic, they are safe for packaging food and drugs.

If you need tubes now, Alcoa Aluminum Tubes are available for prompt delivery. If you need assistance with a packaging problem, the Alcoa Packaging Laboratory is at your service. For information, write to ALUMINUM COMPANY OF AMERICA, 1913 Gulf Building, Pittsburgh 19, Pennsylvania.



ASK ALCOA about *large* tubes. Available in diameters up to 2½".

MORE people want MORE aluminum for MORE uses than ever

ALCOA ALUMINUM TUBES

KIMBLE'S
New
TUF-TOP
Neutraglas
AMPULS

the top is TOUGH!

KIMBLE K GLASS

The Visible Guarantee of Invisible Quality

Vineland, New Jersey

DIVISION OF OWENS-ILLINOIS GLASS COMPANY

NEWS...

Dyer Heads McKay-Davis Inc.

William H. Albers, chairman of the board for Sperti, Inc., has announced the formation of a subsidiary corporation to be known as McKay-Davis Inc., at Toledo, Ohio. The purpose of the new subsidiary, according to Ralph A. Lostro, president of Sperti, is to broaden the activities of the Sperti interests in the pharmaceutical manufacturing and marketing fields.

E. Russell Dyer, former vice president of the International Vitamin Corp., is named president of McKay-Davis, Inc.. Mr. Dyer at one time served as division manager of the New York and New England territories for Lambert Pharmacal Co., of St. Louis. The Donofrio family will remain active in the new company.

O'Shea Named Merck V.P.

The appointment of M. Vincent O'Shea, Jr., to the new office of administrative vice president for Merck & Co., Inc., has been announced by George W. Merck, president of the company.

Mr. O'Shea has served as executive vice president of the O'Sullivan Rubber Co., as president of the Robert Teller Sons & Dorner Co., and as president of Rosemarie de Paris, Inc.

During the war he acted as an admin-

M. VINCENT O'SHEA, JR.

istrative officer in the Signal Corps. He graduated from the University of Wisconsin in 1921 and started his business career as an industrial engineer with the American Telephone and Telegraph Co.

Chen Yu Reorganized

The reorganization plan for Associated Products has been accepted according to Morris L. Levinson, new president of Associated Products Inc., manufacturers of lipstick, nail lacquer and other beauty items.

Gen. Anderson Joins Squibb

Election of Major General Frederick L. Anderson to the board of directors of E. R. Squibb has been made known by Carleton H. Palmer, chairman. This is General Anderson's first connection to be announced following his retirement

GEN. F. L. ANDERSON

from the Army Air Forces to enter business. He is forty-one years old.

General Anderson has an outstanding military record behind him. He played an important part in the direction of the air war against Germany. In 1943, as Commanding General of the Eighth Bomber Command, he directed the U. S. bombardment attack on vital German targets. In January 1944 he was named Deputy Commanding General for Operations, U. S. Strategic Air Forces in Europe, under General Carl Spaatz, in this capacity he directed the attacks of the Eighth Air Force from Great Britain and the Fifteenth Air Force from Italy.

General Anderson is a graduate of West Point, Class of 1928. When the recent war ended, he returned to this country and was appointed Assistant Chief of Air Staff, Personnel, the position from which he retired to enter business.

Heads Mallinckrodt Western Sales

The Mallinckrodt Chemical Works, has appointed G. G. Bradshaw sales manager of the Western division.

Graduated from M.I.T. in 1924, Mr.

G. C. BRADSHAW

Bradshaw has been with Mallinckrodt for over twenty years. He has been closely allied with all phases of selling and advertising during this period, and takes over the new post from assistant to S. W. Coleman, who recently resigned.

Zirkel Elected Dreyer V. P.

P. R. Dreyer Inc., have announced the election of George H. Zirkel as vice president to replace H. A. Wiedman recently resigned. Mr. Zirkel long known in the essential oils industry celebrates his thirtieth year in the industry, having started with Rockhill & Veitor in 1917.

Rubinstein Appointments

Helena Rubinstein has announced the appointment of Harris Whitaker as general manager of the House of Gourielli, as well as that of Sara Fox, Inc., as public relations counsel.

Dr. Schwartz Named Medical Director

Boyle and Company, Los Angeles, have appointed Dr. S. M. Schwartz, associate professor of pharmacology in the College of Pharmacy at Los Angeles, to the post of medical director.

Dr. Schwartz will be in charge of the professional service department and will act as consultant to the research laboratory and the product development units. He was formerly engaged in the practice of medicine in Los Angeles and served as consultant in obstetrics to the Emergency Maternal and Infant Care Program of the Federal Security Agency during the war.

NAUGATUCK PRESENTS...

LYS "F"

The Flower of France

All the floral m
cence of Grasse has been ca
in this exquisite Bruno Cour
tion. This specialty will br
whole garden of fragranc
your laboratory — petals a
fingertips — a magic touch t
floral compositions.

NAUGATUCK AROMAT

DIVISION OF UNITED STATES RUBBER CO
354 FOURTH AVENUE, NEW YORK 10, N. Y. • 14 NORTH FRANKLIN ST., CHICA
LOS ANGELES • TORONTO • MONTREAL
Sole distributors for:
BRUNO COURT, S. A., Grasse, France • C. A. P. P., Casablanca, Morocco

Kapp and Grant To Bristol-Myers

William R. Kapp and Hunter B. Grant, Jr., have joined Bristol-Myers Company, New York, as market analyst and financial analyst respectively.

W. R. KAPP

Mr. Kapp, a native of Boston, is a graduate of Drew University, Madison, N. J. He was for three years associated with the Standard Oil Company, and then for a period was research assistant at the Library of Congress, he worked with the Office of Inter-American Affairs, Department of State, as a radio news writer. In 1943-45 he was vice consul at Bilboa, Spain, and Guatemala City, Guatemala. Prior to joining Bristol-Myers he served as a short wave announcer for NBC in New York.

Mr. Grant is a native of East Orange, N. J., and studied at the Harvard Graduate School of Business Administration in the fields of economics and history.

H. B. GRANT, JR.

During the war, he served in the Naval Air Corps, and was discharged in October 1945 with the rank of Ensign.

Stevens Leaves Gallowhur Corp.

Charles J. Stevens has left the Gallowhur Chemical Corporation, New York. For the present his plans for the future are uncertain.

Hobbs Heads Owens Sales Promotion

Harlan Hobbs, former manager of the Owens-Illinois film division, has been appointed sales promotion manager of the Kimble Glass division of Owen-Illinois. The new sales promotion division includes, in addition to the former Kimble advertising department, units for market research, merchandising, publicity and public relations. Kenneth E. Robb, former Kimble advertising manager and R. W. M. Ritter, former market research representative of Kimble will join Mr. Hobb's staff.

A former newspaper editor and advertising executive, Mr. Hobbs joined the Owens-Illinois Glass Company in 1943 and organized that Company's film division. A native of Arkansas he attended the University of Arkansas School of Journalism, later serving as an editor for Little Rock newspapers. In 1936 he was named publicity director of

HARLAN HOBBS

the Arkansas Centennial Commission. For a while he was with Paramount Studios in Hollywood remaining with them until 1941 when he became a member of an advertising agency, resigning to join Owens-Illinois.

Roder Upped By Ciba

Paul W. Roder, has been named advertising manager of Ciba Pharmaceutical Products, Inc., of Summit, N. J. succeeding A. D. Brewer who has recently resigned.

Bjorksten Expansion

The Bjorksten Research Laboratories have leased from the Edwal Laboratories, Inc., laboratory space at 732 South Federal St., Chicago, in order to provide additional capacity for research projects to be carried out. The Edwal Laboratories have transferred that portion of their research activities related to production problems to their Ringwood, Ill., plant.

Wallace Appointed V. P. of Givaudan in Canada

William H. Wallace, well known throughout Canadian drug and cosmetic circles, has according to an announcement been appointed vice president of Givaudan-Canada Ltd., Canadian associate of Givaudan-Delawanna, Inc., N. J., and L. Givaudan & Cie., Geneva, Switzerland.

WILLIAM WALLACE

Mr. Wallace is also president of Stuart Brothers Ltd., Montreal, distributors of Givaudan products in the Dominion.

Kilby Resigns From Cal. Fruit Growers Exchange

Wm. A. Kilby has resigned as export manager of the products division of the California Fruit Growers Exchange to accept the post of export manager for the Welch Grape Juice Company.

Milton L. Chapman, products division general manager in announcing the resignation, expressed regret at the loss of Kilby, who has been with the Exchange for ten years, during which time he has held a number of executive positions.

WM. A. KILBY

In his new post with the Welch Company, Mr. Kilby will have his headquarters in New York City.

Lorenson Joins Roubechez

Arthur E. Lorenson, has joined the Roubechez Import Company in a sales capacity.

Mr. Lorenson, formerly of Bristol,

ARTHUR LORENSON

Conn., recently graduated from Trinity College, Hartford, Conn. Before that he served three years with the Army, six months of which were spent as a prisoner of war in Germany.

Avon Opens New West Coast Branch

Avon-Allied, Inc., has opened its new West Coast branch and production laboratories in Pasadena, Cal. Ground for the modern structure was broken in June 1946, and the finished building is already engaged in production of many cosmetic items. The opinions of many industry officials rate the new Avon-Allied building as one of the finest and most modern manufacturing laboratories in the country.

In addition to the efficiency in the manufacturing of cosmetics, the welfare and ideal working conditions of the employees have been carefully considered. Modern rest rooms, controlled temperature, lighting and a spacious cafeteria are some of the new building's assets which foster good employee relations. The spacious and well-planned manufacturing areas of the new plant were supervised by W. V. A. Clark, chairman of the board, and by Clifford Johnson, the company's plant engineer. Frederick Moller, has been appointed plant superintendent, he was formerly of the company's manufacturing laboratory in Suffern, N. Y.

Central American Representative

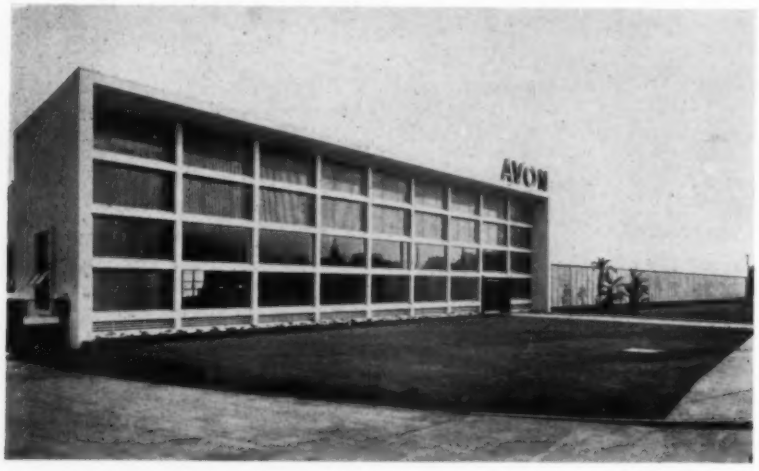
Jorge Musmanni E., now in this country would like to contact companies wishing a Central American representative dealing in drug and pharmaceuticals; food preparation machinery for packers and canners and also hospital equipment. He may be reached through Richard Eisemann Export Company, 11 W. 42 St., New York 18.

Budd Joined Ungerer Staff

Henry A. Budd, son of Ivon Budd, has become affiliated with the New York sales staff of Ungerer & Co., Inc., after spending a six month training period in the company's factory. Prior to his association with Ungerer, Mr. Budd was with Hoffmann-LaRoche Inc., doing laboratory work.

Assumes New Post at Baker

H. B. Rasmussen has assumed new duties as sales manager, laboratory chemical division at the J. T. Baker Chemical Co., at Phillipsburg, N. J. He was formerly manager of the company's Chicago office.



View of the new, streamlined Avon-Allied cosmetic branch and laboratory in Pasadena, Cal. The glass-paneled administration building is only one of the many modern features of the handsome plant-laboratory which is equipped with the very latest manufacturing machinery.

Ireland Heads Compton Drug Work

Harry M. Ireland, formerly of J. Walter Thompson Company, joined Compton Advertising, Inc., as account executive and vice president. Mr.

HARRY IRELAND

Ireland has had a broad experience in the drug and cosmetic field, will head the drug products work at Compton.

Keen Joins Snell Staff

John R. Keen has joined the staff of Foster D. Snell, Inc., consulting chemists and engineers of New York, in charge of market research. Dr. Keen was previously with the Bureau of Internal Revenue. Since 1945 he has been principal chemical engineer in the Business & Industries division of the Bureau's income tax unit.

He is an alumnus of the Pennsylvania State College and the University of Pennsylvania, from which he received the degree of Ph.D. in 1926. Dr. Keen joined the research staff of United Gas Improvement Co., Philadelphia, in 1930 and was with that organization until 1943. In 1942 on leave of absence from U. G. I., he became acting chief of the Chemical branch, Office of Civilian Supply.

Wiedman Joins Polak & Schwarz

H. A. Wiedman has joined Polak & Schwarz, Inc., in the capacity of purchasing agent.

Mills Named Art Director

Robert Gair Company, Inc., New York, has announced the appointment of Beaven W. Mills as art director. Mr. Mills studied art at Parsons, New York School of Fine Arts. School of Professional Arts and has an extensive background which includes agency, creative industrial design and packaging experience.

You want only one bulk level when you package powder

r smooth day-in-and-day-out op-tion in packaging powders, you nt powder that bulks uniformly d is dependable in quality.

hen powder bulks excessively, it st be shaken down. When it is o heavy and does not bulk suffi-ently, your customers may feel that y are not getting their money's orth.

, it's important to select not only rity but controlled physical uni-rmity in powders at the *beginning.*

Your manufacturing and packaging job is easier all the way.

That's why so many manufacturers choose Baker Chemicals in powder form—such as Bismuth Salts, Iodides, calamine, magnesium carbonate and salicylic acid.

Measured purity is the foundation upon which Baker has built its service to you. For many years, leading pharmaceutical and drug companies have known, and bought, Baker's Fine Chemicals for their purity and physical uniformity.

Specify *Baker,* and you'll specify quality *at the beginning.*

J. T. Baker Chemical Co., *Executive Offices and Plant:* Phillipsburg, N. J. *Branch Offices:* New York, Philadelphia, Boston, Chicago and Los Angeles.

Baker's
FINE CHEMICALS

jasmanthia and jasmophore

JASMANTHIA

Jasmin reproduced synthetically with all its delicate nuances. A remarkable flower simulation proven by universal acceptance.

JASMOPHORE

Reminiscent of the sweet, warm heart of Absolute Jasmin. Ideal for enriching Jasmin compositions or imparting an unusual floral note to perfume blends.

Homogeneous • Flowery • Tenacious

Firmenich + Co.

135 FIFTH AVENUE · · · · NEW YORK 10, N. Y.

CHICAGO OFFICE: 612 NORTH MICHIGAN AVENUE • IN CANADA: CARAMEED, LTD., 350 WALLACE AVENUE, TORONTO

Sharp & Dohme Promotions

The appointment of Con M. Hewitt, Kansas City district sales manager, to the position of export sales manager has been announced by W. B. Wim-

C. M. HEWITT

penney, acting director of export operations, Sharp & Dohme, Inc. Mr. Hewitt will have charge of all the company's export sales except in Canada, Alaska and Hawaii.

A graduate of the University of Nebraska College of Pharmacy in 1925, he was associated with several drug stores in the Middle West before he joined Sharp & Dohme in 1933.

W. P. Raitt succeeds Mr. Hewitt as sales manager of the Kansas City district.

A registered pharmacist, Mr. Raitt was graduated from the Creighton University College of Pharmacy in 1922. He was associated with several Midwestern drug stores and owned and operated a store of his own in Louisville, Neb., before becoming affiliated with Sharp & Dohme in 1936.

W. P. RAITT

More Searle Expansion

Two further additions to the pharmaceutical laboratories of G. D. Searle & Co., in Chicago involving an expenditure of about $1,000,000 have been announced by John D. Searle, president. One is a one-story and penthouse pharmaceutical manufacturing building, measuring 100 x 225 feet and will house the company's granulating, tableting coating and liquid departments. The other is a 175-foot addition to the Searle research building.

The two new structures bring the total number of new buildings in the current expansion program to six. They more than triple the company's research and manufacturing facilities since the program was begun in the summer of 1945.

Fritzsche's Growing Quarter Century Club

Stanley B. Schuster, office manager of Fritzsche Brothers Chicago office, was the guest of honor at a luncheon held in the Palmer House in celebration of his 25th anniversary with the company. The Chicago staff with Joseph A. Gauer, head of the midwest branch officiating, participated in Mr. Schuster's induction into the company's Quarter Century Club. He is the fifth member to have become eligible in 1947. He was presented with a subtantial government bond expressive of the Company's appreciation of his long service, and with a wrist watch by his associates in the Chicago branch.

Ungerer Acquires Hickok & Son

Ungerer & Company, New York, has purchased the business and all the assets of the John N. Hickok & Son Company, 26 Front St., Brooklyn, N. Y., manufacturers of flavors since 1883.

Mr. D. Honan who has been a partner in the Hickok Company for many years, will remain in charge of manufacturing, as will other personnel.

Serra Heads New Kimble Div.

J. A. Serra, has been named manager of a new sales and service control division of Kimble Glass, according to an announcement by S. J. McGiveran, general sales manager of the Kimble Glass Division.

Mr. Serra is a graduate of Baltimore City College and was associated with the Tin Decorating Company of Baltimore. When that company was purchased by Owens-Illinois in 1936, he was named assistant to the sales manager of the Tindeco Division.

The division, whose functions include sales reports, forecasts, and long-range production planning began operations on August 18.

Strauch Passes Quarter Century Mark

Fred E. Strauch, Chicago branch manager of Innis, Speiden & Company, New York, has become a member of the firm's Quarter Century Club.

FRED E. STRAUCH

Mr. Strauch started with Innis, Speiden in 1922 as a salesman and was appointed branch manager in 1944. He is the twentieth member of the company to become a member of the club.

Slam on Western Trip

Leo Slam, president of the United States Hormone Corp., is making a Western and mid-Western trip contacting his sales representatives on estrogens and other hormones.

Mooney Elected V. P.

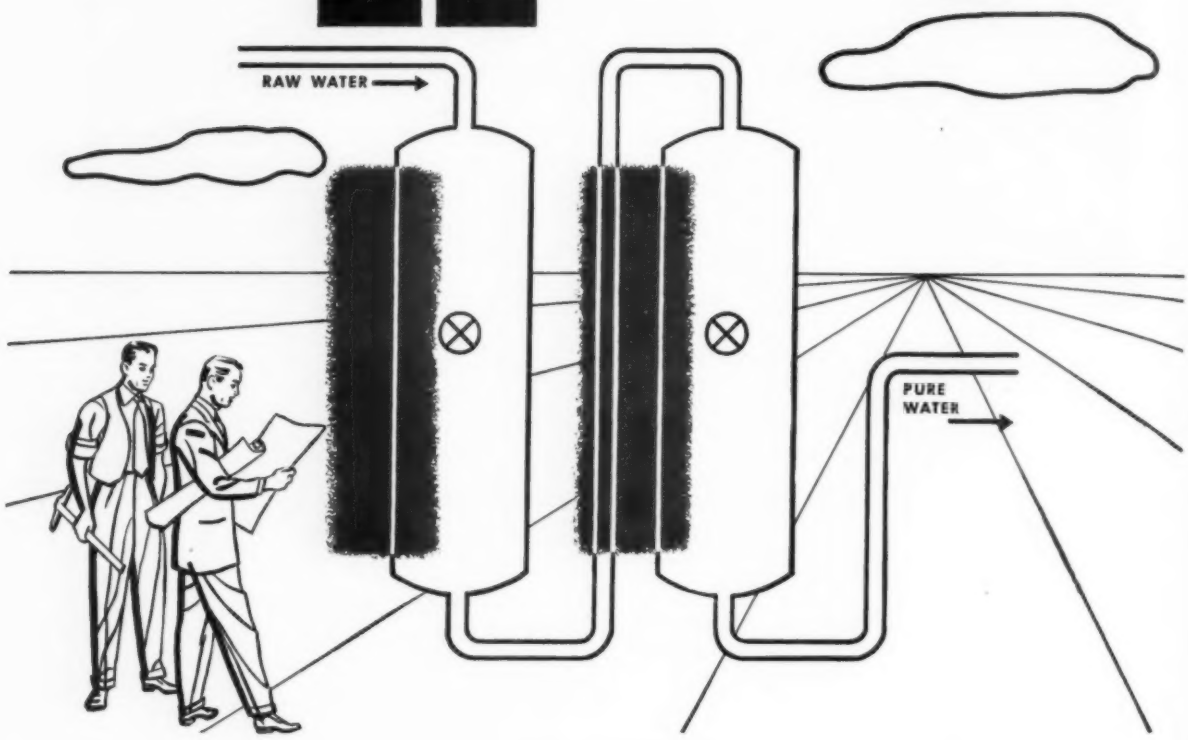
Election of Charles A. Mooney as a director and vice president of Lentheric, Inc., and Lentheric, S. A., Inc., has been announced by Lowell P. Weicker, president.

Until recently, Mr. Mooney was vice president and general manager of Eliz-

CHAS. MOONEY

abeth Arden Sales Corp. Prior to his services with the Arden Company, he spent several years in sales management assignments with E. R. Squibb & Sons. He will be in charge of Latin American and other Western Hemisphere markets.

ionXchange



Low-cost process water for quality manufacture

OPERATING PRINCIPLE—Raw water passes in series through two reactor tanks containing high-speed, high-capacity ion-exchange resins. These resins have the property of adsorbing and exchanging all the cations and anions in the water supply, giving an effluent water that is equal in purity to distilled water. No heat, no fuel, no cooling water involved in the process. Units are compact, requiring small floor space and little attention. There are only a few simple valves and minimum piping. The range of flow rates is practically limitless. Water is used here as an example, but the same operating principle applies to the De-ionization of any liquid.

Figure what distilled water costs you—or what it *would* cost you, if you could afford it. Then figure that *for 1% to 10% of the cost of distillation* you can have ILLCO-WAY De-ionized water—pure, low-cost process water such as hundreds of pharmaceutical, chemical, cosmetic and industrial plants are using today. Whether you need small quantities of pure water for laboratory use, or large quantities—up to 500,000 gallons or more per hour—there's an ILLCO-WAY De-ionizer to meet your needs. Equipment is simple, compact. High flow rates from relatively small installations. Write for basic facts of ILLCO-WAY ionXchange today—indicate your problem so we can send specific literature.

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ILLINOIS WATER TREATMENT COMPANY

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ILLCO-WAY

ENGINEERING AND EQUIPMENT DE-IONIZERS for process water treatment and treatment of liquids and solutions other than water; waste treatment; reclamation of specific constituents. DE-ALKALIZERS: Boiler feed (external); bottling water. SOFTENERS: Industrial, domestic. FILTERS, etc.

Staff Changes At Brockway

A. Mengle, executive vice president of Brockway Glass Company, Inc. has announced the Charles Chintala, formerly sales manager of the prescription

CHARLES CHINTALA

ware division, has been made assistant sales manager and also sales manager of the liquor division and the closure and elastics divisions.

E. Stillman Groves has been made sales manager of the prescription ware division and will continue as sales promo tion manager of the company.

William E. Watkins, Jr., is to be district manager of the newly opened sales office in the Chester-Twelfth Building, Cleveland.

E. STILLMAN GROVES

Monsanto Appointments

Three appointments in the research department of Monsanto Chemical Company's central research laboratories have been announced by Dr. Malcom Haring, laboratory director.

Dr. Robert A. Staniforth has been appointed chief of the chemistry section, Dr. Raymond Davis Jr., has been promoted to the position of group leader in physics and Dr. Wilson H. Power has been promoted to group leader of fundamental research.

Dr. Staniforth, a native of Cleveland, attended Western Reserve, University and received his doctorate from Ohio State. He joined the Monsanto Project in 1944.

Dr. Davis was born in Washington, D. C. He received his doctorate at Yale University. He formerly was with Dow Chemical Company and served four years in the Chemical Warfare Service with the rank of major. He joined Monsanto in February 1946.

Dr. Power is a native of Spokane, and received his doctorate at the University of Maryland. He was previously employed with the Armstrong Cork Company and by the Naval research laboratory. He joined Monsanto in July, 1946.

Bjorksten Adds To Staff

Marian C. Stoffel, as technical secretary and Harry DeWalt, Jr. as research chemist, have been added to the staff of the Bjorksten Research Laboratories.

Miss Stoffel was graduated from Mundelein College with a degree in Chemistry, and became a research assistant with the Illinois State Geological Survey, Urbana. Prior to her present position with the Bjorksten Laboratories, she was an executive secretary for the Nylen Products Company at St. Joseph, Mich.

Mr. DeWalt has a B.A. in chemistry from Temple University. During the war he served three years with the U. S. Signal Corps in the Burma, China, India Theater.

Petgrave With Penick Executive Staff

S. B. Penick, Jr., president of S. B. Penick & Company, has announced the addition to their executive staff of R. C. Petgrave.

Mr. Petgrave was throughout the war senior examiner of the Reconstruction Finance Corporation in charge of strategic drugs.

Waxman, Gen. Sales Mgr. For Salene, Inc.

Selene Products, Inc., of Philadelphia has announced the appointment of A. Waxman as general sales manager.

AB WAXMAN

At the same time representatives recently appointed for distribution of Selene Products include; Harry Waters, Los Angeles; Maurice W. Bernstein, Chicago; Clarmes Lamar, Minneapolis; Mark Neuman, Denver; Charles Schwetke, Oklahoma City.

Brewster Heads New Company

Ray Brewster has been elected president of Lorraine Compounds, Inc., a company recently formed to manufacture and distribute a new cleaning compound designed for use with fine woolens and silks.

Mr. Brewster resigned from Sterling Drug Co., the head of the new concern.

Merck Employee Plan

All employees of Merck & Company are enrolled in hospitalization plans it has been announced by George W. Merck, president. The full cost of the program for some 4,800 employees will be paid for by the company.

Pictured at the Palmer House in Chicago, are the sales staffs of Tek Tooth Brushes and Hughes Brushes, Inc., holding the first joint sales meeting to complete new merchandising and sales plans for both firms.

Rathbone Heads Enjay Sales

W. V. Rathbone has been named manager of alcohol and chemical sales for Enjay Company, Inc., an affiliate of the Standard Oil Company of N. J.

Mr. Rathbone, who was formerly assistant manager of the same division has been with the Standard Oil Company and its affiliates since 1928. He was born in Parkersburg, West Va., and was graduated from Lehigh University in 1926 with a degree in chemical engineering.

Starting his career with the Baton Rouge Research Laboratories of the Standard Oil Company of Louisiana, Mr. Rathbone was transferred to the refinery at Parkersburg, where he remained until 1935. In 1941 he became assistant coordinator of the chemical products department of Stanco Distributors, Inc., now the Enjay Company.

Bell Named by Grove Labs.

Grove Laboratories, Inc., has appointed Frank F. Bell as director of sales. He was formerly vice president and general sales manager of Weco Products Co.

Aluminum Seal Ups Olsen

Norman Olsen has been appointed sales manager of Aluminum Seal Company, a wholely-owned subsidiary of the Aluminum Company of America. His headquarters are in Richmond, Ind.

A graduate of Syracuse University in mechanical engineering in 1925, Mr. Olsen has been affiliated with Aluminum Company of America since that time.

Course in Perfumery

The College of Pharmacy, Columbia University, will hold a seminar on the "Evaluation and Appreciation of Perfume" this Fall. It will consist of six

A. L. VAN AMERINGEN

two-hour weekly meetings starting Wednesday, October 8.

The seminar will be conducted by A. L. van Ameringen of New York and is planned for those concerned with the manufacturing, sales, merchandising, advertising and publicity of perfume and other toilet preparations, as well as for department and drug store buyers. The course is not intended to treat the subject of perfume from the technical angle but rather designed to develop a better appreciation of true perfume merit in relation to successful and lasting public acceptance.

Winthrop and Bayer Aid Dutch City

A number of valuable pharmaceuticals and Medicines made up part of a relief shipment sent to the war-devastated town of Nijmegen, Holland by Winthrop Chemical Company, Inc., and Bayer Company, division, Sterling Drug Inc.

The relief cargo, which sailed aboard the S. S. Werterdam from New York to Holland, was the result of a campaign by the City of Albany to aid in the rehabilitation of Nijmegen and its people. The cargo including the thirty cases and 144 boxes of pharmaceuticals had an estimated value of $225,000.

Elasticote

Durlin is now offering Elasticote 183 to the trade. This product is a radical departure in nail enamel formulation according to Durlin.

Elasticote 183 is a synthetic composition to be used as an under coat before applying the pigmented nail lacquer. Extensive tests have shown that elasticote 183 lasts two to three times longer.

Miles Labs Acquires Chem. Specialties Co.

Miles Laboratories has bought the Chemical Specialties Company of Zeeland, Mich. Dr. Lucas P. Kyrides, research director for Monsanto's organic chemical's division, has been appointed president of the new subsidiary and Edward J. DePree, who has been general manager of Chemical Specialties, will be executive vice president and general manager.

Sunde Named Research Director

Dr. Conrad J. Sunde has been appointed director of research for N. I. Malmstrom & Co., Brooklyn, N. Y.

Dr. Sunde formerly representated the conservation division of the War Production Board in the fields of fats and oils, drugs and pharmaceuticals.

Ross Co. Moves To Dayton

Because expanded manufacturing facilities are needed to expedite a steadily mounting backlog of orders, the A. H. Ross Company Inc., is moving inventory and plant equipment from Ludlow, Ky. to Dayton, Ohio. The firm, a subsidiary of Rockwell Manufacturing Company, Pittsburg, makes automatic cartoning machines.

The manufacturing of the Ross machines in Dayton will be under the supervision of N. J. Kenny, vice president and general manager of the A. H. Ross Company.

At St. Mary's Hospital, London, Sir Alexander Fleming (right) discoverer of penicillin, discusses a new drug, "Staticin" Caronamide, with its discoverer, Dr. Karl Beyer of Sharp & Dohme, Inc. who was in England attending several international scientific meetings.

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U.S.I. CHEMICAL NEWS

September ★ A Monthly Series for Chemists and Executives of the Solvents and Chemical Consuming Industries ★ 1947

USI CONTRACTS FOR TOTAL CHEMICAL OUTPUT OF FIRST FISCHER-TROPSCH PLANTS

Large Quantities of Alcohols, Ketones, Acids, Aldehydes And Esters Will Benefit the Entire Chemical Industry

An event of the utmost importance to all chemical consuming industries was the recent announcement of a long-term contract between Stanolind Oil & Gas Company and U. S. Industrial Chemicals, Inc., for the sale of all of the water soluble oxygenated chemicals that will be produced at the first two synthetic gasoline and oil plants using the much publicized Fischer-Tropsch process. The plants are being undertaken by the Stanolind Oil & Gas Company (subsidiary of the Standard Oil Co. of Indiana) and Carthage Hydrocol Corporation. The plans also call for the erection of U.S.I. plants at the two locations for the production of other products using some of the Fischer-Tropsch chemicals as raw materials.

Expect at Least 300,000,000 Pounds of Chemicals Annually

It is estimated that the chemicals produced from these Fischer-Tropsch plants may exceed a total of 300,000,000 pounds annually, and include ethyl alcohol, methyl alcohol, normal propyl alcohol, normal butyl alcohol, normal amyl alcohol, acetone, methyl ethyl ketone, acetic acid, propionic acid, butyric acid, acetaldehyde, propionaldehyde and butyraldehyde. In addition, U.S.I. will produce esters, higher alcohols and other chemicals from some of the primary products which will add substantially to the number of products made available by this development.

The effect on the chemical industry of large quantities of these important organic chemicals from this new basic process is obvious.

It will mean a dependable new source of much needed chemicals at prices competitive with those from any other synthetic or fermentation process. It will open up new fields by making available for the first time, large quantities of such products as normal propyl alcohol, normal amyl alcohol, propionic acid, and butyric acid and it will stimulate development of new solvents, plasticizers, pharmaceuticals, plastics and a host of other chemical products.

It is important to note that all of the alcohols, acids, ketones and aldehydes produced by this process are the normal compounds. These normal compounds are generally preferred but heretofore only the lower members of the series have been available in quantity at reasonable prices.

A 'Natural' for U.S.I.

U.S.I. is in a particularly favorable position to handle these products from the Fischer-Tropsch process. With its many years of experience in serving the industries using these chemicals, its strategically located, nation-wide distribution facilities, its highly trained technical personnel and well developed production techniques, it will offer very valuable service to all users.

Important contributions will also be made by the use of processes developed by U.S.I. for the conversion of some of the primary products into other chemicals.

During the time the plants are being completed, which it is estimated will be approximately two years, U.S.I. will supply all possible technical assistance to users of these chemicals, particularly the new products, so that adequate data will be obtained in sufficient time to take full advantage of their availability.

ADVERTISEMENT—*This entire page is a paid advertisement*

September ★ **U.S.I. CHEMICAL NEWS** ★ 1947

High-Purity Caustic Made By New-Type Mercury Cell

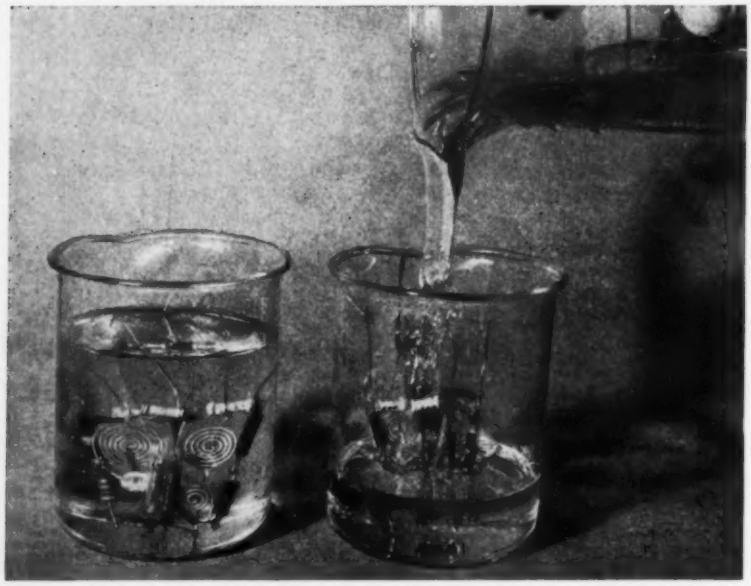
A stationary mercury cell which produces caustic soda of high purity and offers certain operating economies is now ready for licensing, it was announced recently. High-purity caustic is essential to the manufacture of rayon.

The new apparatus is said to produce 50 per cent liquor directly at the cell, a much more concentrated solution than is ordinarily obtained.

Develops Rapid Method For Water Assay of Paints

An accurate, speedy method for determining the volume of water in paints and varnishes has been announced by a government bureau. The method, said to require only small samples, is claimed to determine water content to a tenth of one percent within one hour. It may also be used for water determination in oils, fats, waxes, glues, plasticizers, paper, dry foods, and many other substances, according to government scientists.

ELECTRONIC CIRCUITS "POTTED" BY NEW RESIN



Electronic circuits or even complete plug-in sub-assemblies may be easily embedded or "potted" in a new casting resin developed recently. To "pot" an electronic circuit, it is only necessary to pour the resin into a suitable mold, and then "cure" for a few days until it has solidified.

The resin is said to provide excellent electrical insulation as well as protection against rough handling and deteriorating atmospheric conditions. It should be especially useful in high-impedance control devices in heavy industry to provide adequate protection against vibration, acid fumes, high humidity, and salt spray.

TECHNICAL DEVELOPMENTS

Further information on these items may be obtained by writing to U.S.I.

To provide termite- and rot-protection, a new product has been marketed which is claimed to protect any wood which comes in contact with the soil. A quart of the preservative is said to cover about 200 square feet of wood surface. **(No. 234)**

USI

To mark glass, cellophane, metal and wood, a new pencil has been developed which is stated to dry instantly. **(No. 235)**

USI

A new inorganic plastic, is said to be unaffected by oil, sunlight, alkali, age, and temperature up to 900 degrees F. The makers claim it is useful in molding articles for the electrical, architectural, general industrial, and consumer goods fields. **(No. 236)**

USI

A new high-speed mill, designed for grinding, emulsifying, homogenizing, mixing, dispersing, disintegrating, and many other uses, is now available. Made of stainless steel, it is said to be useful in the processing of foods, corrosive chemicals, and other materials. **(No. 237)**

USI

To secure labels permanently, a new bottle-labeling adhesive has been developed which is claimed to be highly resistant to water and humidity. **(No. 238)**

USI

A new principle of color-matching panels has been developed which is said to compensate for the error caused by the fact that in most people the right eye is stronger than the left which makes panels on the right seem deeper and darker. **(No. 239)**

USI

A new gum from South America is announced which is designed to increase the bulk of liquid arabic gum glue. **(No. 240)**

USI

A new cure for motion sickness, described as a mixture of three drugs, allays the apprehension and excitement which contribute to sea and air sickness, the makers state. **(No. 241)**

USI

A new temperature measuring system, for measurement and control of gas temperature up to 5,000 degrees Reamur, has been announced. It is said to be accurate to ± 1 per cent to 2,500 degrees R., and ± 2 per cent from 2,500 to 5,000 degrees R. **(No. 242)**

USI

Unusual fatty acids form a sweet-odored, pasty, pale cream compound, suitable for creme shampoos and other products in the sanitary chemicals field. **(No. 243)**

USI

A waterproofing membrane, consisting of an open-mesh fabric, can be used on roofing applications and many waterproofing operations in the construction industry. **(No. 244)**

U.S.I INDUSTRIAL CHEMICALS, INC.

60 EAST 42ND ST., NEW YORK 17, N. Y. U.S.I. BRANCHES IN ALL PRINCIPAL CITIES

ALCOHOLS
Amyl Alcohol
Butanol (Normal Butyl Alcohol)
Fusel Oil—Refined

Ethanol (Ethyl Alcohol)
Specially Denatured—all regular and anhydrous formulas
Completely Denatured—all regular and anhydrous formulas
Pure—190 proof, C.P. 96% Absolute
*Super Pyro Anti-freeze
*Solox proprietary Solvent

***ANSOLS**
Ansol M
Ansol PR

*Registered Trade Mark

ACETIC ESTERS
Amyl Acetate
Butyl Acetate
Ethyl Acetate

OXALIC ESTERS
Dibutyl Oxalate
Diethyl Oxalate

PHTHALIC ESTERS
Diamyl Phthalate
Dibutyl Phthalate
Diethyl Phthalate

OTHER ESTERS
*Diatol
Diethyl Carbonate
Ethyl Chloroformate
Ethyl Formate

INTERMEDIATES
Acetoacetanilide
Acetoacet-ortho-anisidide
Acetoacet-ortho-chloranilide
Acetoacet-ortho-toluidide
Acetoacet-para-chloranilide
Alpha-acetylbutyrolactone
5-Chloro-2-pentanone
5-Diethylamino-2-pentanone
Ethyl Acetoacetate
Ethyl Benzoylacetate
Ethyl Alpha-Oxalpropionate
Ethyl Sodium Oxalacetate
Methyl Cyclopropyl Ketone

ETHERS
Ethyl Ether
Ethyl Ether Absolute—A.C.S.

FEED CONCENTRATES
Riboflavin Concentrates
*Vacatone 40
*Curbay B-G *Curbay Special Liquid

ACETONE
Chemically Pure

RESINS
Ester Gums—all types
Congo Gums—raw, fused & esterified
*Aroplaz—alkyds and allied materials
*Arofene—pure phenolics
*Arochem—modified types
Natural Resins—all standard grades

OTHER PRODUCTS
Collodions
Ethylene Glycol
Nitrocellulose Solutions
Ethylene
Urethan
dl-Methionine

Printed in U.S.A.

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Don Dean Advanced By Bristol

Henry P. Bristol, president of Bristol-Myers Company has made known the appointment of Donald Dean as general manager of Wm. Peterman Inc., manu-

DONALD DEAN

facturers of insecticides, Newark, N. J.

Mr. Dean was with Rubberset Company, another Bristol-Myers subsidiary, for the past ten years. A native of Lancaster, Pa., he attended Gettysburg College, and Franklin & Marshall. After graduating, he joined the Guaranty Trust Company of New York and A. M. Kidder & Company, investment brokers. While with the Rubberset Company he rose from salesman to treasurer.

Fisher Advanced

Hart U. Fisher, instrumentation engineer, has been transferred by Monsanto Chemical Company to its central research department in Dayton from the Clinton Laboratories at Oak Ridge, Tenn. Mr. Fisher will be in charge of the instrumentation project being initiated by the Monsanto Company.

A graduate in mechanical engineering from Washington University in St. Louis, Mr. Fisher has been employed by Monsanto since 1933. Starting at the Monsanto, Ill., plant he was later instrument engineer at the Texas City, Texas, plant, and for the past two years has been supervisor of the instrument department at Clinton Laboratories, at Oak Ridge, operated by Monsanto for the Atomic Energy Commission.

Gordon Made President

David Gordon & Co., Inc., chemical and industrial engineers, 29 B'way, New York has elected David Gordon, formerly with the M. W. Kellogg Co., and the Interchemical Corp., to the presidency of the company.

Atlas Powder Opens Coast Sales Office

Atlas Power Company has established a Western district sales office for its Industrial Chemicals department. The office is located in Los Angeles, in the Title Guarantee Bldg., 411 W. 5 St.

James H. Turner, technical representative is in charge of the office. He is a graduate of LaFayette College, Easton, Pa. Following enlistment in 1940, he served five years in the army, and was in the Normandy and Rhineland campaigns, in which he was a forward artillery observer. He was discharged as 1st Lieutenant. He joined Atlas in 1946.

The staff of Fritzcshe Brothers, Inc., Clifton factory honored at a dinner F. F. Menninghaus and Frank Mayer on the occasion of their induction into the company's Quarter of a Century Club.

Dr. Wheatly Added To Bristol Staff

Dr. William B. Wheatly has joined the research division of Bristol Laboratories Inc., as an organic chemist.

A native of New York City, he re-

DR. WM. WHEATLEY

ceived his Ph.D. from Ohio State University in 1947. He held a teaching fellowship at Ohio State from 1942 to 1944 and was a research associate in the Ohio State University Research Foundation from 1944 to 1946, working on problems for the government.

Belgian Agent Named by MM&R

Magnus, Mabee & Reynard has appointed the Belgian firm of St. Ame. Analis exclusive distributing agents for its microscopic specialties, but stipulated that the Belgian company will not represent it in any other line.

The new outlet, located at 14 Rue Dewez, Namur, Belgium, will have as its territory the countries of Belgium, Holland and Luxembourg and the Belgium Congo.

Gelatin Products Changes Title

The Gelatin Products Corporation has become the Gelatin Products division of R. P. Scherer Corporation, Detroit. There is no change in management or ownership.

Owens-Illinois Acquires American Coating Mills

Owens-Illinois Glass Company has purchased American Coating Mills Inc., for an unspecified number of shares of the glass company's common stock, W. E. Levis, chairman of Owens-Illinois has announced.

American Coating, one of the country's largest producers of claycoated folding cartons and carton board has plants in Chicago and Elkhart, Ind. It will be operated as a separate division of Owens.

If it's in the wastebasket, the effect has been slight—if it has been **saved** for **use** and **test,** then it becomes one of your most potent promotions. The factor which determines true effectiveness is often the form of packaging—Is it clean, crisp, attractive, when it arrives? Is it protected so that the doctor confidently feels that retention in drawer or case is safe—that there will be no breakage, contamination or loss of potency? Is it convenient to carry, to dispense, to discuss with a patient?

The answers are affirmative if you have adopted Sanitape-Sealtite Packaging, for this unique sampling has been a favorite among physicians and the manufacturers of ethical products for years. Many of the outstanding successes in the pharmaceutical field have made their "bow" as a Sanitape-Sealtite Sample. Yet it is not expensive—our Contract Packaging Division with its concentration on unit-packaging and exceptional capacity (8,000,000 units per day) affords the efficiency of every modern facility and the service of your own packaging department.

Those who expect most from their sampling investment will carefully consider

Sanitape-Sealtite

IVERS-LEE COMPANY
NEWARK, NEW JERSEY
PACKAGES, METHODS AND MACHINERY FULLY COVERED BY U. S. & FOREIGN PATENTS

Sanitape-Sealtite is a unique method for packaging pills, tablets, capsules, creams and powders, by which each unit or unit dose is sealed in its own air-tight compartment—assuring convenience, protection and maintained efficacy.

Canadian Expansion Planned by Monsanto

A general expansion program which will increase its overall productive capacity by at least 100 per cent in two years has been announced by Monsanto (Canada) Limited.

Vice president Leo E. Ryan of Monsanto said a substantial increase would be made in the productive capacity at Montreal. A new building program is already under way there.

New Quarters For "42"

Production of King's men and Windsor House toiletries along with "42" products manufactured by "42" Products, Ltd., has been transferred to the company's new modern plant at 11500 Tennessee Ave., West Los Angeles, where all production, distribution and administrative activities, previously distributed among four locations, how have been centralized.

Squibb Shifts

F. F. Berg, formerly Brooklyn plant manager of E. R. Squibb & Sons, is now located in the New York offices of this company. Mr. Berg is now engaged in an executive position having to do with the management of all the plants of Squibb both in this country and in Latin America. Carl E. Anderson, an industrial engineer who has been with Squibb for about a year, is now manager of the Brooklyn plant.

South American Representative

George E. Tarrant, 302 Warren St., Norfolk, Va., for seven years a representative for a well known pharmaceutical company would like to contact pharmaceutical firms contemplating representatives in South American countries.

Alsobrook Manager of Winthrop Manila Office

A. L. Alsobrook, for 13 years with the Frederick Stearns & Company Division, Sterling Drug Inc., is now managing the newly established office of the Winthrop Chemical Company Inc., in Manila.

Located at 670 Dasmarinas St., the rehabilitated Winthrop office is now one of the show places of the Philippines. Mr. Alsobrook is in charge of a staff of 16. He was in the Philippines at the time of the Japanese invasion and spent two and a half years in Jap concentration camps.

Wright Named Sales Manager

J. B. Montenier, president of Jules Montenier, Inc., Chicago, has announced that William A. Wright has

W. A. WRIGHT

been appointed sales manager for the company.

Dr. Harris Joins Bristol-Myers

Dr. Carl A. Harris has joined Bristol-Myers as assistant director of the medical division for the company. Dr. Harris received his medical degree at Temple University Medical School after serving as a physical chemist with Standard Oil for many years.

Katz & Co. Again in B.C.

Dr. Alexander Katz & Company has resumed operation of its office at 325 Howe St., Vancouver, B. C. under the management of Arthur Irish Company, Ltd.

Mr. Irish has resigned as manager of the Vancouver branch and as director of Florasynth Laboratories (Canada) Ltd., to resume his connections with Dr. Katz.

Roberts Joins Smith, Kline & French

Florence Roberts has become associated with the medical department of Smith, Kline & French Laboratories as a copywriter. Mrs. Roberts was formerly with William R. Warner & Company of New York.

New Kimble Service

Organization of a complete customer research department of Kimble Glass, a division of the Owens-Illinois Glass Company, has been announced. Joseph F. Greene, director of research for the Kimble Glass Company until it became a division of the Owens-Illinois Glass Company, has been named director of the department.

Associated with Mr. Greene are James J. Moran, former technical manager of the sales department, who will specialize in problems dealing with scientific ware, and Winfield F. Smith, who will supervise development and improvement of packages.

De Witt Thompson

De Witt Thompson, who had been with the Heyden Chemical Corporation since his discharge from the Navy during the recent war, died at the Lenox Hill Hospital, New York, after a long illness. His age was forty-two. He rose to the rank of Commander during the war.

Born in Tuckahoe, N. Y., Mr. Thompson was graduated from Columbia in 1927 and went to work for a chemical company. He was living in Scarsdale, N. Y.

A.H.A. Bailey

A. H. A. Bailey director of medical sales promotion of Eaton Laboratories, Inc., Norwich, N. Y., died at St. Vincent's Hospital in New York City, after a heart attack. He was fifty-one years old.

Mr. Bailey joined the staff of Eaton Laboratories, in 1945, to manage the newly-formed medical detailing staff. He directed sales and distribution campaigns and was well known by hospitals and physicians throughout the nation.

John Neumann

John H. Neumann, sixty-eight, founder and past president of Neumann, Buslee & Wolfe, died August 28 in his home at 221 N. Catherine Ave., La Grange, Ill.

Herbert D. Robbins

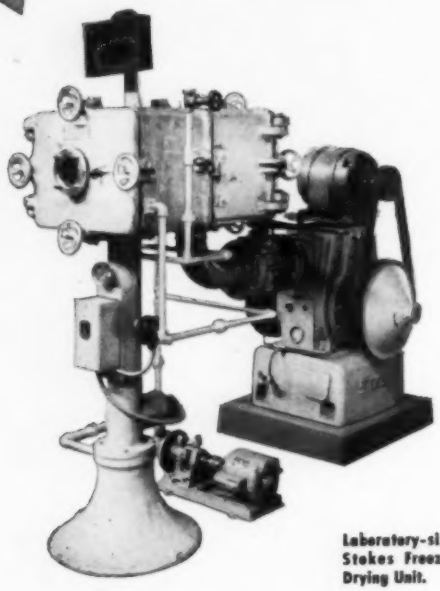
Herbert D. Robbins, formerly chairman of the board and son of the founders of McKesson & Robbins, died August 21 at Asticou Inn, Northeast Harbor, Maine. He was eighty-four years old.

Mr. Robbins' was Daniel C. Robbins who founded the drug firm, together with John McKesson, in 1833. In 1884, after graduating from Harvard University, the son joined the organization and served continuously until 1928. He was chairman of the board in that year when the organization was acquired by other interests.

After his retirement he lived in St. Jean de Luz, France, until the Nazi invasion, when he returned to this country.

STOKES
FREEZE-DRYING EQUIPMENT

FOR SMALL-SCALE OR LABORATORY PROCESSING



Laboratory-size Stokes Freeze-Drying Unit.

or

Part of a Stokes Freeze-Drying Unit for large commercial production.

LARGE-SCALE VOLUME PRODUCTION

Stokes was one of the pioneers in developing both the method and the equipment to make freeze-drying under high vacuum commercially practical for the preservation, without refrigeration, of viruses, penicillin, streptomycin, vitamins, serums, amino acids, other biologicals, chemicals, pharmaceuticals, and chemotherapeutics.

Today over 300 Stokes Freeze-Drying units are in use in laboratories, hospitals, universities, government health services and commercial plants in the United States and more than 25 foreign countries.

We engineer and manufacture complete equipment for the process. Although "package type" units are supplied where suitable, many of our installations are custom engineered. Facilities and technical assistance are available for research, development and application. A complete pilot plant in the Stokes Laboratory is used for tests and demonstrations. We invite your consultations. Write for catalog No. 455A.

F. J. STOKES MACHINE COMPANY
5932 Tabor Road, Philadelphia 20, Pa.
Branch offices in New York and Chicago

F.J.Stokes **PHARMACEUTICAL EQUIPMENT** FJS Est. 1895

Production Forum

By Francis Chilson

Industrial Consultant

European Trip

As you all know, I recently spent a few weeks in Europe making some factory studies for one of my clients, Nicholas Ltd., or as the firm is known in Europe, Aspro Ltd. My trip touched Ireland, England, France and Switzerland. I say "touched" advisedly because Ewart Norris, Board Chairman of the Nicholas interests, had me shooting all over Europe like a bloody buzz bomb. Ewie Norris is a little bloke physically, about the size of Napoleon, and a good bit like Napoleon in some ways, especially when he wants something done. Then he waves aside time and space as being of no importance in attaining his objectives. 'E's a blinkin' little dynamo. That's wot 'e is! Cor! In one day in Lunnon 'e 'ad me inspect three plants; took me to see the bomb ruins and shot me orf to Paris like a bloody rocket.

Ireland

The dawn was creepin' over the wings av the great silver burd whin I woke up an' there, sittin' on the wing, with the white beard av 'im blowin' in the wind av the propellors, and him grinnin' like a little divil, was a little leprechaun, bedad! "Look down now," says he in his little squeaky voice, "look down under me thone and there you'll see the green fields of the Ould Sod!"

That I did an' there below me were the green fields of Ireland.

Not in this world is there any greener green, bedad, for the grass of the Ould Sod is as bright green as the foinest emerald. And the little fields with their hedges, some round, some square, some irregular—every shape ye can think af, for twas aisier to plant the hedges where the cows walked than it twould to be puttin' thim over hill and down dale in straight lines.

Over the Shannon we wint beyant the pint where it shispers to the rocks of Killaloe, an' down we kim on the airfield at Shannon, sweepin' along the ground like the gulls at Lisdoonvarna. From the airport where I was met we wint in a car straight across Ireland. Past the pigs and the geese in the road and the foine fat cattle and the sheep. Past the stone cottages an' they white in the sun with the red roses climbin' over the thatch. An' some I saw, begod, with the pigs walkin' in an' out of the little cottages an' none to stop thim. Past the ruined castles of the kings av ould Ireland; past the ruined cots from the Year of the Famine an' the Bad Times, whin the Black an' Tans swept Ireland, murtherin' an' pillagin', God save us!

Twas from these ould castle-forts, asthore, that the kings av ould Ireland—the O'Kerrigans, the O'Barrys, the McWilliams, the O'Smiths an' the O'Lightfoots—would come roarin' down out av the hills to fight the British. An' whin there was no British to be found, they'd drink the potcheen an' fight each other like divils, God save us! Then in the night, they'd be off to their castles agin on their wild horses, they singin' the Clan na Gael an' not a head among thim without a crack in it. Twas this, indade, that made their discindents to this day such foine hard headed business min.

Twas they wint to the green fields of Ameriky leavin' their ruins still standin' behind thim, with nobody now to live in the ould castles but the burds an' the good little people, who still do be dancin' in the moonlight amid the cocks of hay an' the reeks av turf an' none to see thim, save those with a merry eye.

I stopped in the road to look at the Tinkers for they do look like Biddy Early, with their shawls over their heads an' their shrewd eyes lookin' out. Said I to one av thim I met comin' along the road an' he ridin' his ass an' his wife walkin' beside him in her bare feet. Says I, "Paddy, how is it you do be ridin' takin' your aise whilst your wife walks there in the road beside ye!" "Faith, sor," says he scratchin' his head, "I suppose it tis because she has no ass atall."

Ireland is a land of contrasts. The most modern cars share the roads with jaunting cars and traps (two wheeled, horse drawn gigs). Immaculately clean cottages alternate in the same villages with filthy pens unworthy of the name "hom." Among the Irish are some of the most learned people in the world and some

NOW! After long research . . . THE VALVE THAT DOES AWAY WITH DORMANT MATERIAL IN THE OUTLET TUBE!

The new Stainless Steel

HUBBERT

SANITARY SLEEVE VALVE

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SAVES LABOR!

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BUT THIS!

THEREFORE...No OVER or UNDER Processing of Material in the Outlet Tube

THIS REVOLUTIONARY new Hubbert sanitary sleeve valve keeps the outlet tube *entirely* empty, during the processing period.

ALL THE MATERIAL is processed uniformly within the kettle as a unit. And since *none* of the product lies dormant in the outlet tube . . . there is *no* necessity of draining quantities of material from the tube . . . and pouring such material back into the kettle.

THE VALVE is highly polished inside and out and will retain this finish because it is made from special cold drawn, ***stainless steel.*** Comes in 2½" and 3" sizes as standard. Larger or smaller sizes on request.

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SPECIAL EQUIPMENT TO *YOUR* DESIGN

(Your drawings and specifications solicited for consultation and estimates)

of the most ignorant. You can't possibly figure them out. They'll damn the British vituperatively at one moment and then sing "God Save The King" as they did recently at the Dublin Horse Show.

Ireland is slowly changing. Like so many other peoples over the world they realize that a high standard of living can be achieved only through industrialization. Hence, my visit to Dublin where the Nicholas interests are building a factory. There is in Ireland a law which protects Irish industries and provides that a majority of the ownership must be in the hands of Irish nationals. So if you want to do business in Ireland you must set up a plant there. The problem of majority ownership is easily handled since it is only a legalism. Ireland is awakening. *Clan Na Gael!*

England

Behind the ruins of Temple Court church there is a flag-stone court which once was a burial yard. There, one moonlit night I found a skull staring up at the ruined, smoke stained arches of the ancient church. How that skull came to be there so many years after the bombing I do not know, but it was still there the next day, when I went back to look just to make sure I had not had a macabre dream. A pessimist would have said it symbolized Death staring vacantly at the ruins of Empire. But I, an optimist, did not feel so. Though the walls of the church had fallen in the bombing, the foundations were sound and the rugged arches still stood unshaken, ready to carry a new and finer structure which the British will surely build again.

The British are broke and lethargic. They've had eight years of deprivation and rationing and they're in probably for a further five years more intense than any they've known. People say the British are tired. Tired of the war. Tired of rationing. I don't think they are tired. The multitudes of people I saw in London didn't look tired as they so often do in New York. I think they are bored. Bored with rationing and regulation which never seem to end but only get worse with nothing to relieve the monotony like the inspiration and stimulus of war.

The food rations are terribly monotonous though evidently sufficient to prevent malnutrition. In any case British food was always monotonous for they have a genius for destroying the odor, color, appearance and flavor of food. They boil hell out of everything until their food is as tasteless as billboard paste, which it strongly resembles. But nowadays rations are so meager and so unvaried they must perforce eat one kind of mess day after day, whereas, before the war they had a wide variety of food which they could have fun destroying with their cooking.

If the British had the cooking genius of the French, the severe monotony of their food would not be noticed. A French housewife can take a leaf of cabbage and a piece of an old boot and make a tasty dish of it. It would be a good thing for the British if three million British housewives were exchanged for an equal number of French housewives—say for a period of six months. The British housewives would learn cooking—and some other things perhaps—and the Tommies would lose their lethargy. But quick! Under the stimulus of French cooking and French ideas, production would increase and in a couple of weeks the Tommies would be cocky enough to spit in Stalin's eye. The King ought to make me a Knight of the Garter in The Bath for this suggestion because I am sure if it were put to a vote three million Tommies would be for it.

The British fiscal difficulties are in large part due to a monetary system which is not only outmoded, but incomprehensible even to themselves. They give you a hunk of copper weighing a pound and call it a penny; they give you a bit of paper weighing nothing and call it a pound. What with their bobs and quids and florins and crowns, ha'pennies and thruppences, it's no wonder they're in a hell of a jam. What would you say if you took a taxi somewhere and the cabby said, "That'll be two six thruppence ha'penny, sir." They never forget to add the "sir." That's all you can understand about it. Try figuring a ten percent tip on that quickly and you will readily appreciate British monetary difficulties.

If they'd call in the copper pences and melt them down they'd have enough copper to put a roof on every bombed out house in England. The English are envious of us and our dollars. They could have dollars themselves, too, by simply junking their archaic monetary system and supplanting it with the dollar system, which easily could be done by printing four dollars for every pound outstanding. Then every Englishman would have four bits of paper for every one he has now and he'd feel richer even though he would not have any more actual dough. And he'd no longer have to addle his brains trying to figure a ten percent tip on "two six ha'penny, sir."

But the English probably won't change. They're sticklers for tradition. Occasionally though they do make a new tradition. When Eros was put back on his pedestal in Piccadilly they got him turned around so he no longer aims his shaft up Shaftsbury Street. He's shooting at the wrens on Piccadilly Circus. I'll lay you three to five the English never turn him about. A new tradition has been laid.

The only tangible evidence I saw of the dissolution of the British Empire occurred in a restaurant on Curzon Street—a really upper crust British place. I looked about and Godstrewth! they were drinking *iced* water at every table! Not only that but I actually saw a British toff—really posh gentlemen, you know, old school tie and all that, eating with *one hand* Gor blimey! Really shocking and all that. Americanization of the Empire, Godstrewth! Might be a good sign though. When an Englishman begins eating with one hand you'd better watch what he does with the other.

In all seriousness, the British have a tough row to hoe. But they'll hoe it, and we must do everything possible to help. We can, for instance, multiply the

number of food parcels we are sending over and we can keep our mouths shut about what we have here.

To give you an idea of British food, I brought back for you a recipe for British sausage which I ate at the Dorchester. Since this is one of the really posh hotels in London, it may be assumed that the quality of this sausage is better than average. Take a quantity of wood flour, add enough water to moisten, color it pink, add a pinch of salt and then mix it up in an empty Spam can (to add the pork flavor); then you stuff this adhesive goo into a well worn bicycle inner tube; tie off into sections about four inches long. To cook, simply put the sausage into a skillet and burn until black on one side.

All joking aside, a good part of the British difficulties are caused by the fact that certain classes of labor, at least, are not working with their erstwhile vigor. Their miners, for example, are loafing. Their farm hands are loafing also, according to reports I have received from people who should be in a position to know. A farm hand receives a minimum wage of three pounds a week for a maximum day of eight hours, out of which he must have one-half hour for tea in the morning and in the afternoon. There is no doubt also that a good part of the failure of the British to roll up their sleeves and go to work is due to their Socialist government which has promised British labor a Utopia in which every man will enjoy a good living with limited work. They have out new-dealed our own new deal. Then too, I noticed a note of envy among many British people because we are so wealthy. The inference is that somehow we accumulated a good share of our wealth at their expense or while they were fighting for us, and that therefore, we should split with them. As a matter of fact, after my return to the States, Bevin boldly and baldly suggested that we dig up our gold hoard at Fort Knox and split with the British, among others. We were unwise enough to have made them a large loan (gift really) without some strings attached which would have based the amount of the loan on an increase in their own productivity. A lot of other restrictions should have been hedged about the loan to prevent its being squandered as a large part of it was. The British need help from us and we should give it, but they also should realize that they must help themselves. U. S. does not stand for Uncle Sugar.

France

Those of you whose education was in part acquired in the Sphinx in Paris or the House of All Nations at 14 Rue Blondel, will learn with regret that these institutions of higher learning have been closed permanently by law. It seems the French elected a female senator, who is the counterpart of our own Ella Boole and Carrie Nation and somehow or other she got a law passed which closed up all those institutions for which Paris was famous, and, in which some of you passed many a delightful hour. Nowadays the girls in the floor show of the Bal Tabarin and in the Folies Bergere also, actually wear clothes. France has gone to hell altogether.

All you can buy now in the book stalls on the Left Bank are books.

The art shops sell prints of Notre Dame and the Louvre and other places. The cafes along the boulevards are dead. The midinettes no longer trip along the boulevards with inviting eyes.

France is wholly in the hands of the Black Market and although the so-called government makes attempts to stamp it out, it is impossible to believe that the politicians aren't getting a cut in the racket. For instance, foreign cars are not supposed to get a gas ration but France is filled with foreign cars. Ordinary citizens get a ration of four liters a month but they seem able to get around all over France in all manner of cars. At the legal rate of exchange a thousand francs are worth about eight dollars. In the Black Market you can do three times as well. See the concierge at your hotel. At the legal rate of exchange a good meal in a hotel like the Meurice where I stayed, costs about 1,200 francs. Almost twelve bucks. I ate in the best hotels in Paris and in many of the best restaurants. In one place along the Seine where Lloyd Volckening, his wife and son, Evan McColl and John Hogge of Aspro Limited (in France called Nicholas Freres) and I had dinner one day, the bill averaged 2,700 francs each. The meal was excellent and the wine good but you could get a better meal in any one of our top flight French restaurants in New York for less than half as much. So if you're going to France, take a pocketful of dough.

Switzerland

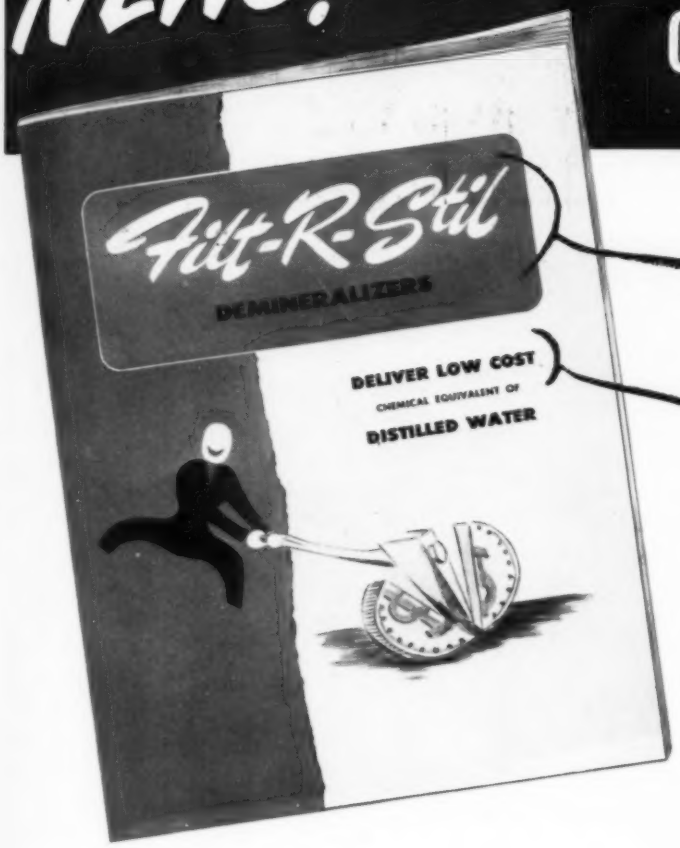
The Swiss drink a liquer called Fockink. This is a sweet contemplative sort of drink which, if imbibed long enough, might give you some ideas. I'll have scotch and soda. Incidentally, I had very little of that in Europe. It rates above precious stones.

Switzerland is all mountains and the smell of manure. The Swiss evidently like manure. They pile it up in neat stacks in their front yards and from time to time mix it with water, spreading this mixture on their lands. So wherever you go you smell manure, even in the cities. It must smell like Chanel No. 5 to the Swiss.

In spite of the proximity of the manure piles to the kitchens—virtually all Swiss farm-houses are directly connected with the barns—the Swiss are immaculately clean. They scrub hell out of everything and no fooling. Their cities shine with cleanliness.

Food is good and plentiful in Switzerland and less than half as expensive as it is in France. Swiss shops are filled with all manner of homemade and imported goods including such luxuries as nylons. The only decent cup of coffee I got was in Switzerland. The Swiss are not only the world's best watch makers and precision mechanics but they're also the world's best hotel keepers. The whole country is geared to entertain tourists. The country is infested with tourists of all ages, sexes, and colors.

NEWS! ... WATER DEMINERALIZERS CUT COSTS



New

Typical example: costs cut from $50 a day to 50¢ a day!

Here's a NEW book describing the most modern and economical way to a readily accessible supply of mineral-free water. Here are some of the questions the book will answer for you:

1. Why is demineralized water so much more economical than distilled water?
2. What other advantages do Cyanamid's FILT-R-STIL* Demineralizing Units offer as compared to distillation?
3. What's in raw water besides H_2O?
4. Why is water processed by a FILT-R-STIL Demineralizer always of uniformly high quality—even though the raw water fluctuates considerably?
5. Why are FILT-R-STIL Demineralizers so easy to operate? What capacities are available? How little space is required?
6. How can operating costs be calculated . . . and savings?
7. What does Cyanamid do to "stay ahead of the parade" in demineralization?

* *Reg. U. S. Pat. Off.*

If your operations call for an economical supply of mineral-free water, you need this new, free book. *Mail coupon for it today!*

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Briefly, my water problem is of the following nature:

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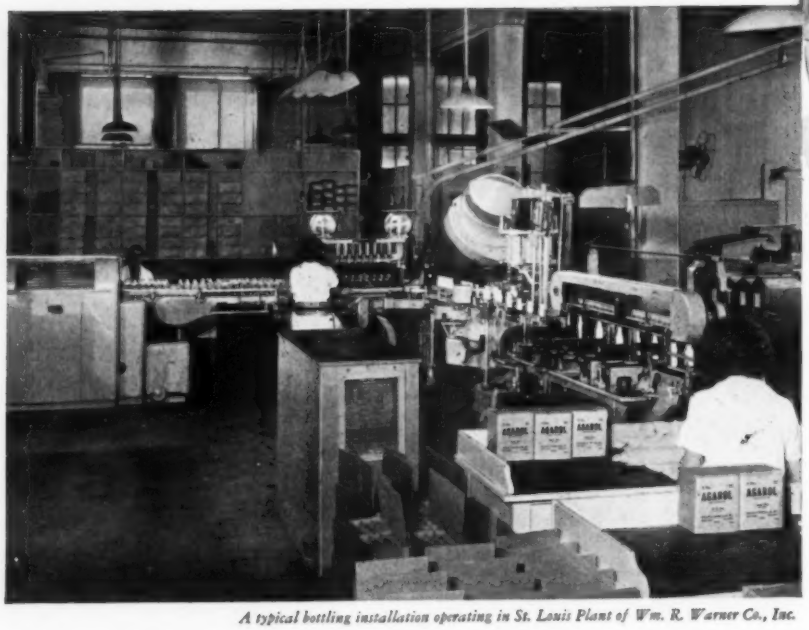

A typical bottling installation operating in St. Louis Plant of Wm. R. Warner Co., Inc.

...depend on PNEUMATIC

Regardless of what is claimed for a piece of machinery, its final proving ground is in your plant—or in others like it.

What it does then is the real test of its worth and the real endorsement of its efficiency.

For that reason the knowledge that all these famed makers of America's leading drugs and toiletries make wide use of Pneumatic equipment for cleaning, filling, capping and labeling their containers is worth money to you. After years of experience they have practically standardized on Pneumatic equipment because they have proved conclusively that (1) Pneumatic machines live up to their performance promises; (2) Need less "time-out" for adjustment and repairs; (3) Last longer; (4) Produce better results at a "Lower Cost Per Container."

A Pneumatic representative will be glad to talk with you. PNEUMATIC SCALE CORPORATION, LTD., 70 Newport Ave., North Quincy 71, Mass. Branch Offices in New York, N. Y.; Chicago, Illinois; San Francisco, California; Los Angeles, California.

DRUGS

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STERLING DRUG
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ABBOTT LABORATORIES
PARKE-DAVIS
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HYNSON, WESCOTT & DUNNING
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PNEUMATIC PACKAGING AND BOTTLING MACHINERY

Over ninety different machines for the packaging of dry, free-flowing products and the cleaning, filling, capping and labeling of containers for liquids and semi-liquids

On the whole I was disappointed with Switzerland. I guess I had expected too much because I had expected to see country quite different from our own. In my judgment there are six areas in the United States and in Canada which are much more beautiful. Why anyone would travel all the way to Switzerland for the scenery I can't imagine. We have better at home and in greater variety.

I was impressed however with the remarkable efficiency of the Schupbach factory at Burgdorf. This little plant makes a variety of plain and colored foils in a variety of colors. It was one of the cleanest and most efficient plants I have seen anywhere. They can roll foil down to fifteen thousandths thick at relatively high speeds, which few manufacturers in this country, if any, can do.

The Swiss have the right idea of industry. The units are small and decentralized so that a combination of farming and industry is secured which is economically shock proof.

I didn't get up to Basle which now is the pharmaceutical center of Europe. There are located—Hoffman LaRoche, Ciba, Sandoz and Geigy. But I was told the Swiss pharmaceutical makers are not hospitable to visitors excepting in their offices so I thought it was no good making the trip in the limited time I had available.

ANSWERS TO 100-QUESTION TEST

(1) Men or manpower (2) Cooperation (3) Charts (4) Policies (5) Interpretation

(6)	C	(7)	B	(8)	C	(9)	B	(10)	C	(11)	A	(12)	B	(13)	C	(14)	B
(15)	C	(16)	B	(17)	B	(18)	A	(19)	B	(20)	C	(21)	C	(22)	B	(23)	A
(24)	B	(25)	C	(26)	T	(27)	F	(28)	T	(29)	F	(30)	F	(31)	T	(32)	T
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(69)	T	(70)	F	(71)	T	(72)	T	(73)	T	(74)	F	(75)	T	(76)	B	(77)	C
(78)	C	(79)	B	(80)	A	(81)	B	(82)	A	(83)	B	(84)	C	(85)	B	(86)	C
(87)	B	(88)	C	(89)	C	(90)	A	(91)	C	(92)	A	(93)	B	(94)	C	(95)	B
(96)	C	(97)	C	(98)	B	(99)	B	(100)	B								

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Flexible Rotameter Kit

The Brooks Rotameter Company, Box B-81847, Landsdale, Pa., announces a new flexible rotameter kit for measuring low flow rates in laboratory and pilot plant research. It consists of one fully shielded rotameter case, 4 metering tubes that are readily interchanged in the case, and 16 spherical floats, 4 each in pyrex, aluminum, stainless steel and monel. With this combination, 16 liquid flow ranges are obtained. Starting at 0.2 cc per minute and reaching a maximum of 200 cc per minute of liquid flow. Sixteen ranges in gases are also obtained, commencing at 10 cc per minute under standard conditions and extending to 7000 cc per minute.

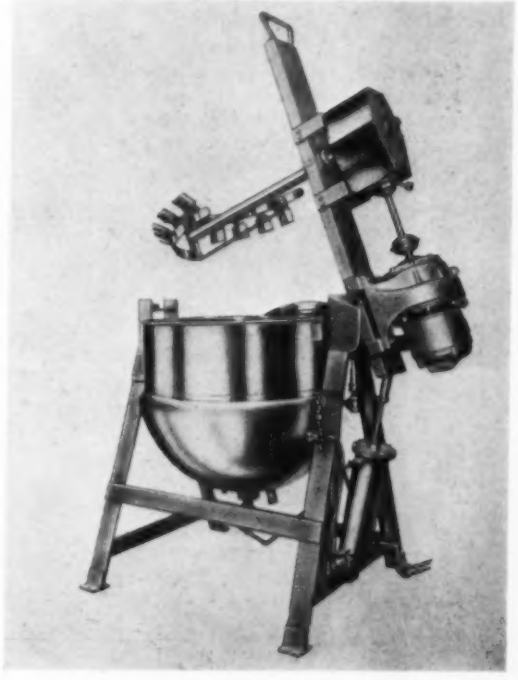
Research workers will find this kit a useful aid in handling the unexpected flow requirements that arise as their problems take a new tack.

Hydraulic Cylinders

Developed for operating tilting kettles and tilting agitators where the changing center of gravity requires constant vigilance to prevent accidents which may result in scalding, loss of product, or damaged equipment, Lee Metal Products Co., Inc., Philipsburg, Pa., has come along with an hydraulic operating cylinder that lifts the agitator from the kettle into cleaning position and holds it there. Reversing the control valve allows the agitator to drop smoothly back into running position.

Heretofore, the tilting type agitator has been restricted to 100 gallon kettles and smaller, as larger sizes were too heavy to handle without a chain hoist, which was undesirable from a sanitary standpoint. Now tilting agitators can handle up to 300 gallon size.

Hydraulic cylinders can also be attached to tilt the drum or kettle. Due to the cushioning effect of the water in the lower part of the cylinder, the operations are smooth and positive. And it is no longer necessary that the strongest man in the factory need be put in charge of kettles, since even a woman can operate the heaviest piece of this type of equipment with perfect safety and no exertion.



Emulsifier-Homogenizer

Designed for economical labor requirements and low manufacturing costs in producing mixtures, dispersions, emulsions and homogenization, the A. T. Case Company, 1532 St. California St., Monrovia, Cal., has developed the "Case 25" which will produce from 300 to 360 gallons per hour of a perfect end product, 25 to 30 gallon batch every five minutes.

FRONT PAGE NEWS

THE WALL STREET JOURNAL.

What's News—

Business Bulletin

Cost Cutting

4 ROSS AUTOMATIC CARTONING MACHINES

SAVE $1000 PER MONTH

Can you afford to overlook the assured savings that the Ross way of mechanized cartoning provides? For Ross machines save in two ways: first, through trouble-free operation at high production rates; second, by their ease of adjustment. A change from one size carton to another can be made in a few minutes without substituting interchangeable parts. It's done by setting dial controlled units that are permanently affixed to the machine bed.

Ross cartoning machines operate quietly. They need no lubrication except for the motor. And there is no reciprocating movement or stop-and-go motions to cause wear. Learn all about this new and better way to carton everything from pill bottles to spark plugs. Use the coupon.

Boxing Bottles

Getting bottles into cartons is a big item with drug companies. Getting the bottles in fast and neat means dollars saved. Sharp & Dohme, big Philadelphia drug firm, has installed four Ross Streamline Cartoners. These nimble machines open a carton, insert a circular, folder, dropper when necessary, and a bottle or tube, close the carton, and stack it ready for shipping.

Says a happy Sharp & Dohme spokesman: "The machines will speed our packaging operations to at least double the output from our old type cartoners. The saving will be better than $1,000 a month."

For cutting costs in a big business catering to little kiddies [illegible] of America, Inc.

Demonstrating a standard Ross automatic cartoning machine at the 1947 Packaging Exposition prior to delivery to Sharp & Dohme.

Send this coupon today!

A. H. ROSS COMPANY, Inc.

PACKAGING MACHINERY

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Box 998
Dayton 1, Ohio

Gentlemen: Please send me, *without obligation*, a copy of the Ross catalog and complete performance data on Ross cartoning machines.

COMPANY_____

STREET_____

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YOUR NAME_____

Used for some time in dairy products, syrups and flavoring extracts this emulsifier-homogenizer is applicable to pharmaceutical manufacturing processes as well as chemical and cosmetic production. Information about the Case Emulsifier may be had by writing the A. T. Case Co.

Portable Incinerator

Plibrico Jointless Firebrick Co., has developed a line of portable incinerators for the safe and easy disposable of all kinds of industrial and institutional refuse. The incinerator is well adapted for, eliminating moderate amounts of dry or wet refuse, and eliminates the hazards of burning refuse in the open as well as the nuisance of hauling it away.

Made in three sizes, the grate widths are 24 inches, 36 inches, and 48 inches. The destructive capacities per hour of the three sizes are: Typical refuse, 60 per cent wet—40 per cent dry, 24 inches—65 pounds; 36 inches—100 pounds; 48 inches—135 pounds. These capacities are based on the use of a 15 foot stack and no auxiliary heat. If gas burners are added, the destructive capacities are increased about 50 per cent.

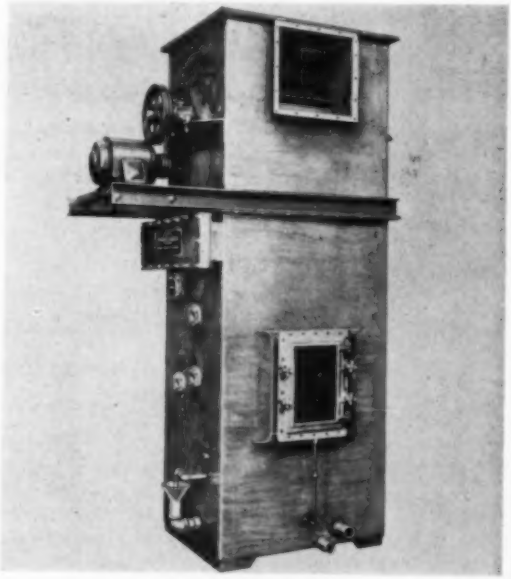
Steel-incased, finish in aluminum paint, it is shipped complete and ready to operate when connected to stack or breeching. It is readily portable and may be moved from place to place as changing conditions warrant. The incinerator is lined with plicast L-W-I light weight, insulating refractory material. The lining insures rapid and complete combustion, and the insulation has value in indoor installations. A sloping

front makes it possible to dump refuse containers directly into the incinerator thus saving rehandling.

Information may be had by contacting Plibrico Jointless Firebrick Co., 1800 Kingsbury St., Chicago 14, Ill.

Improved Air Conditioner

An improved air conditioner has been developed by the Niagara Blower Company for application in scientific and industrial processes Indentified as a saturating spray "Type A" machine, it operates on



the principle of saturating air with moisture at a given desired dew point temperature and then, by reheating, producing the exact condition of relative humidity and temperature needed in a laboratory, manufacturing or process space, or for impingement on a product as in continuous drying operations and where uniformity is of paramount importance.

The apparatus illustrated occupied seven and one half square feet and delivers 2,000 cubic feet per minute. It has a stainless steel casing welded into an integral unit for the utmost dependability of service under conditions inviting corrosion.

Controls provide for holding or varying at will the conditions of relative humidity and temperature between 40 degrees F. and 125 degrees F. dewpoint temperature with extremely close tolerance.

Applications for the equipment are in industries and laboratories handling hygroscopic materials, and pharmaceutical chemical and biological processes. The manufacture is the Niagara Blower Company, 405 Lexington Ave., New York 17.

New Baker Machinery Catalog

A new catalog detailing a complete line of powder filling machinery has been issued by the Harold W. Baker Company, 1111 Lancaster Ave., Bryn Mawr, Pa.

Included are automatic, semi-automatic and manual fillers for the food, chemical, pharmaceutical and allied industries, with performance data and specifications for all equipment. In addition the company offers custom built machinery. According to the manufacturer, all equipment is available for early delivery.

If it's a mixing problem,
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For every liquid mixing job

For 25 years, processing men have relied on the consistent high standard of Alsop "*Hy-Speed*" Mixers and Agitators—and on the technical service of The Alsop Engineering Corporation to help solve their mixing problems.

The many standard portable mixers and the range of capacities and sizes that they include, offer wide possibilities to you. They are available with our universally adjustable clamp which permits the selection of any mixing action. We can supply Top-Entering types for closed vertical tanks.

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U. S. ROTARY VACUUM FILLERS
Fully Automatic

In Five Machine Sizes.
Capacities up to 300 per Minute
Handle Ounces to Gallons.

Where the highest type of filling performance is required, this machine stands supreme. It is unapproached for efficiency and hairline accuracy—and fills so clean that, when desired, labelling may be done before filling! Handles any liquids or semi-liquids. Available with 15, 16, 22, 30 and 33 filling tubes for specific filling operations.

Notable advancements are described in the new edition of the free "Bottling Engineer Handbook." Write also for "Rotary Filler Details."

OTHER U. S. FILLING UNITS: The popular new Semi-Automatic Model B-2 Vacuum Filler available with interchangeable filling stems for handling AGST or ordinary neck opening containers up to 4" diameter. A rapid filler for most any type liquid or semi-liquid. Invaluable to small plants; an essential "stand-by" for large plants. Portable. Write for bulletin.

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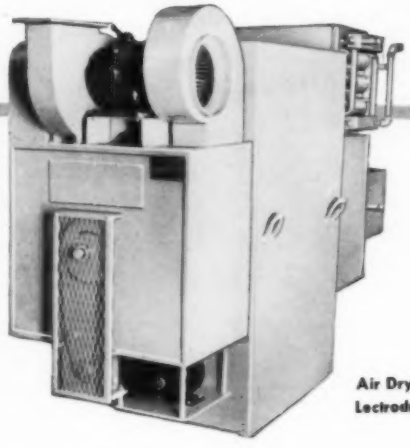

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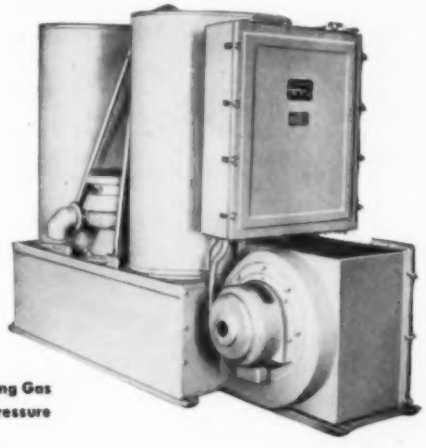
You're feeding air to a process—at atmospheric or elevated pressures. Take that air from out-of-doors and one day it'll be dry, the next day wet. Remove that variable and you'll level out your results.



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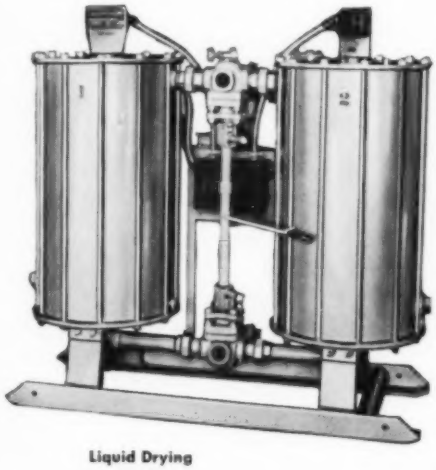
You're feeding a gas which enters into a reaction, may affect the catalyst, or is inert. Variation of its moisture content may cause wide variations in product quality or make you miss your aim completely.



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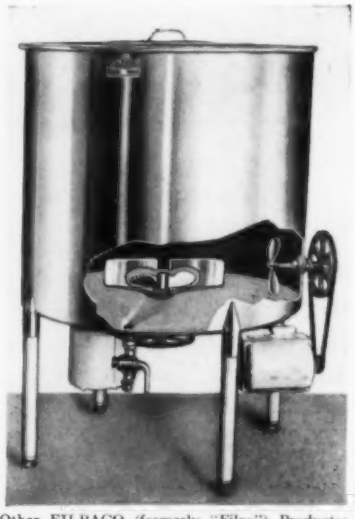

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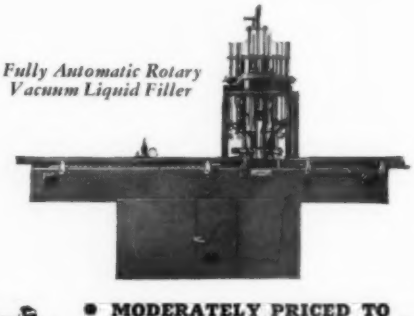

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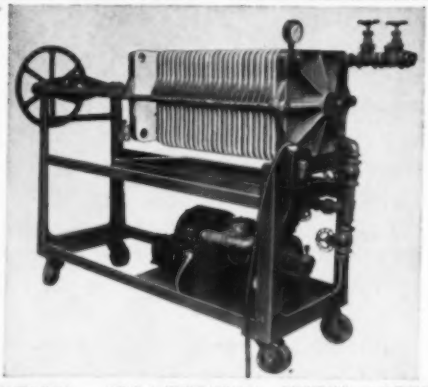

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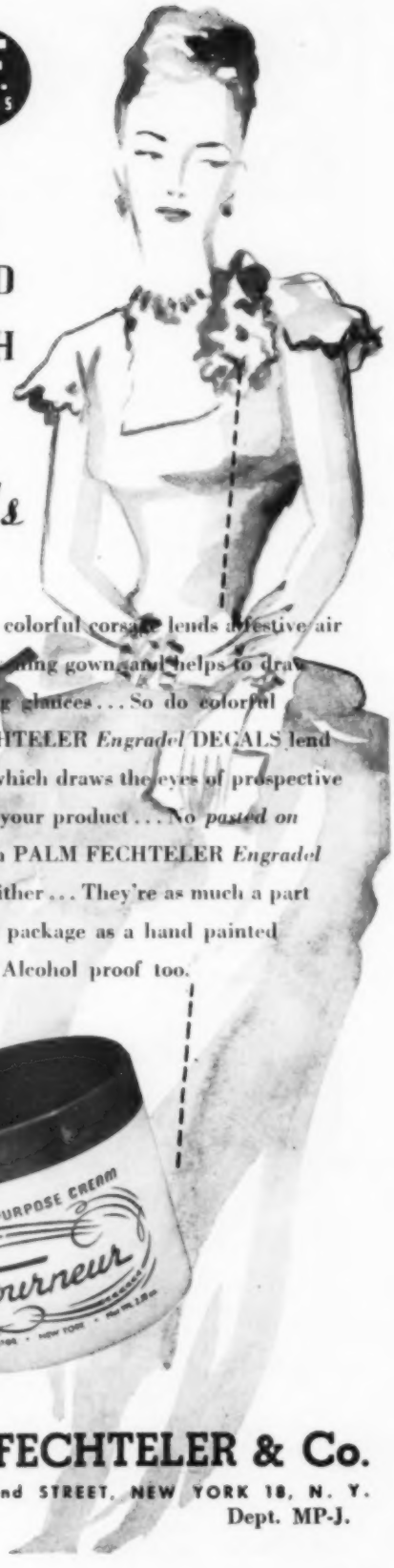

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5. The entire batch is deflocculated resulting in a perfect dispersion.
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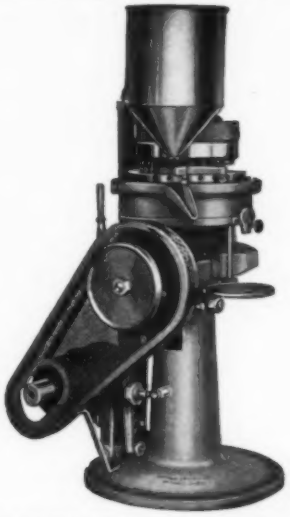

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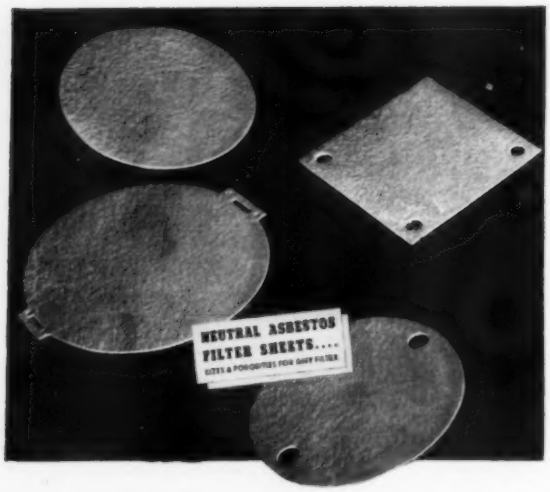

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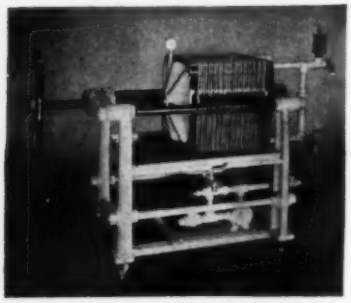

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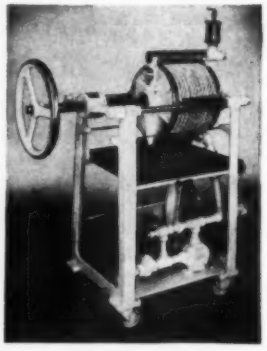

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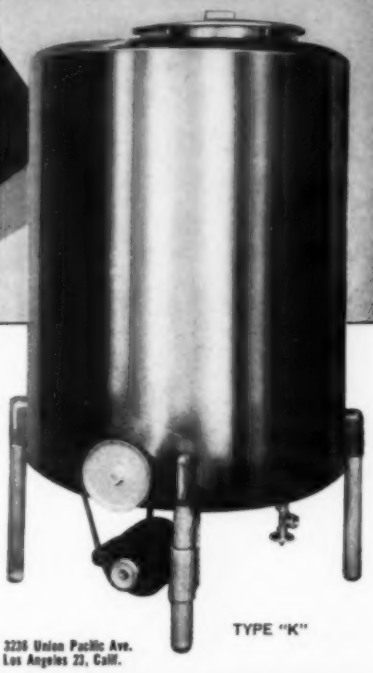

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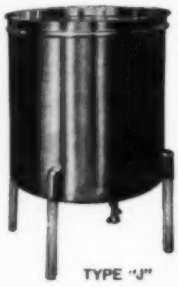

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YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Trade-Mark Consultant

The Importance of Testimony in Oppositions

IF YOU have ever been involved in a trade-mark opposition you were no doubt a little annoyed by all that "talking of testimony."

Perhaps you felt that too much emphasis was placed on it by your counsel. He no doubt told you it was necessary for the record and to support the allegations made by your side in the case.

It did take up quite a lot of your time. However, the importance of testimony in opposition proceedings can never be over-emphasized. Many decisions turn upon *who* took testimony and not on *what* was taken. Two recent cases bring out this point fully.

The first case involves pickles, peppers and pimientos and therefore the names of the parties involved are not of interest to us.

Neither party took testimony in the opposition which involved confliction of the marks "New West" with "Early West," the goods involved being admittedly of the same descriptive properties.

Assistant Commissioner Frazer held that the word "West" dominated both marks and, therefore, there was likelihood of confusion. In response to one party's argument that likelihood of confusion was not present since the dominant word "West" is in extremely common use and forms part of a great many trade-marks for foodstuffs, it was stated that "for all that appears in the record opposer and applicant are the only users of that word ("West") in their trade-marks."

In other words, the question of whether others besides the two parties used "West" as part of trade-marks for foods of various kinds could not be gone into because *no testimony was taken to prove the point.* Whether such testimony would have helped the losing party in this instance is questionable, but ignoring that, it is a very embarrassing situation to propound an argument which is unsupported and thus untenable simply due to lack of testimony to support the argument.

In our own field another recent decision emphasized that testimony is vital to a case. Campana Corporation own a trade-mark for cosmetics comprising their corporate name "Campana." Colonial Dames, Inc. own a trade-mark for similar goods which is the word "Campus." Campana petitioned for cancellation and the Examiner of Interferences upheld them. Colonial Dames appealed to the Commissioner and Mr. Frazer reversed the action of the Examiner. In this latter decision, it was stated that petitioner (Campana) took no testimony and respondent (Colonial Dames) did take testimony, which testimony "tends strongly to prove that no confusion has occurred and that none is likely (to occur)." Thus, while such proof was not held to be conclusive, it strengthened the case in the absence of testimony on behalf of Campana.

Also, Mr. Frazer held that Campana "had failed to prove itself injured . . . and upon the record presented such injury may not be properly be presumed."

This again, therefore, shows that testimony is vital to any trade-mark opposition. It forms the record. It cannot be added later. In this latter case, answering testimony might have made all the difference, other things being equal. At least we can say that its absence was a detriment to Campana's cause.

"Spic" Versus "Spry"

Recently, Mr. Frazer again reversed the action of the Examiner of Interferences who had sustained the opposition of Lever Brothers Company (trade-mark SPRY) against Geo. A. Hormel and Co (trade-mark SPIC). While this decision is also a little off our track, being concerned with animal and vegetable shortenings, it has several interesting angles. The Examiner held that the two words were confusingly similar since both began with "SP" and both were one syllable, four letter notations. Mr. Frazer, however, held that the appeal to ocular sense was different as well as distinctly different in sound. I mention here that the ocular sense for word marks is rarely given any favor but rather the euphonic sense is relied on.

The most important point brought out, however, was that words well known and used in everyday conversation such as "SPIC and "SPRY" are much less likely to becon flict when used as trade-marks than are words less familiar to the public. It should be borne in mind that such common words must not be descriptive, but as is obvious in the case of "SPIC" and "SPRY," must be fanciful as applied to the products.

Next time you are working out a new trade-mark it may be a good idea to add this new gauge or yardstick to your kit of tools. Certainly the toilet goods, cosmetic and soap fields could use a few less fanciful trade-marks.

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Foreign Briefnotes

U. S. A.

The Boykin Bill was due to expire in August of this year but now has been extended to February 1948 This is the Act which allows foreigners to file patents here even if their home patent has issued, subject to reciprocity. It is of interest to us in that many countries have endorsed same including France and Great Britain so that you can *still* legitimately obtain a patent in such countries even if you have a U. S. or other patent issued. (I have more information available if you need it).

Saudi-Arabia

In case you are interested in selling cosmetics to the Arabs, a brand new trade-mark law has been put into effect in the Kingdom of Saudi-Arabia. They have no patent law there yet.

Great Britain

On the lighter side, the High Court of Justice in England recently decided that "Oomphies" was registrable for shoes. The evidence showed that the word "Oomph" was an American slang term denoting sex appeal so the Trade-Mark Registrar refused it, using his discretionary powers. However, the High Court of Justice reversed him because "the mere fact that 'Oomphies' denotes sex appeal did not affect its registrability . . . (and) it would in general be an affectation to treat as a foreign word a word which had currency as an American slang term." (Are they kidding?)

India

With the recent change of status in British India, many people are asking what the score is on their trade-marks registered there.

At the present time I understand that proposed reciprocal arrangements are under consideration between all parties forming British India and the independent states. If this goes through it is very likely that some central office of trade-marks will be set up and protection will be extended to more than the present coverage of just British India. Further information will be supplied as soon as I receive it.

The Trade-Marks listed here are dated May 21, 1947 through June 17, 1947 inclusive.

CALIFORNIA EXOTICS (with des.)—VI—B—497,682
Louis A. Stern, Los Angeles, Calif.
Ser. Mar. 5, 1946 D. U. Mar. 15, 1942

CAMPANA—VI—C—506,919
Campana Corp., Batavia, Ill.
Ser. Aug. 6, 1946 D. U. Nov. 22, 1937

CAPRESOL—VI—H—505,332
E. M. Bailey & Co., Inc., New York, N. Y.
Ser. July 10, 1946 D. U. Nov. 18, 1926

CEBAR—IV—M—493,620
Polan Industries (Zenith Optical Co.), Huntington, W. Va.
Ser. Dec. 20, 1945 D. U. Mar. 6, 1944

CHAP-PRUF—VI—C—497,692
Elizabeth Arden Sales Corp., New York, N. Y.
Ser. Mar. 6, 1946 D. U. Mar. 1, 1945
Reg. 430,477 June 10, 1947

CHINA SEA—VI—C—505,032
Avon Products, Inc., New York, N. Y.
Ser. July 3, 1946 D. U. Apr. 1, 1946
Reg. 430,523 June 10, 1947

CLE-CLENE (with des.)—IV—M—497,620
H. H. McJunkin (Cle Products Co.), Dallas, Tex.
Ser. Mar. 4, 1946 D. U. July 28, 1943

CLE-WALCLENE (with des.)—IV—M—497,621
H. H. McJunkin (Cle Products Co.), Dallas, Tex.
Ser. Mar. 4, 1946 D. U. July 28, 1943

COLGATE—VI—C—509,398
Colgate-Palmolive-Peet Co., Jersey City, N. J.
Ser. Sept. 20, 1946 D. U. February 1944

COME-HITHER—VI—C—506,500
Botany Worsted Mills, Passaic, N. J.
Ser. July 30, 1946 D. U. June 21, 1946

COOLIES—VI—C—506,920
Campana Corp., Batavia, Ill.
Ser. Aug. 6, 1946 D. U. Nov. 22, 1937

COTTONVALLEY—VI—ABCH—497,396
Thorvald H. McGregor (MacGregor & Co.), New York, N. Y.
Ser. Feb. 28, 1946 D. U. Feb. 14, 1946
Reg. 430,472 June 10, 1947

CYCLON—IV—M—505,913
Patek and Co., San Francisco, Calif.
Ser. July 19, 1946 D. U. Dec. 1, 1945

DPT (with des.)—VI—T—485,952
Walter B. Jackson (Jackson Research Labs.), Houston, Tex.
Ser. July 18, 1945 D. U. Sept. 18, 1944

DECISION—VI—B—509,139
D. R. Collins, Ltd., London, England
Ser. Sept. 16, 1946 D. U. Mar. 18, 1946

DERMA-CEEPRYN—VI—M—506,827
The Wm. S. Merrell Co., Cincinnati, Ohio
Ser. Aug. 3, 1946 D. U. July 5, 1946

DETERGEX—VI—H—482,102
The H. and K. Co., Dayton, Ohio
Ser. Apr. 13, 1945 D. U. Dec. 6, 1944

DONA SOL—VI—B—502,083
Soc. d'Etudes et d'Expansion De La Parfum. de Luxe, Paris, France
Ser. May 14, 1946 D. U. December 1940

DRESKIN—VI—C—506,918
Campana Corp., Batavia, Ohio
Ser. Aug. 6, 1946 D. U. Nov. 22, 1937

DRESSOL—VI—H—494,572
George D. Paulera (Paulera Labs.), Union, N. J.
Ser. Jan. 10, 1946 D. U. June 13, 1942

EBONY & GOLD—VI—B—495,345
Richard J. Sumner, Arlington, Va.
Ser. Jan. 24, 1946 D. U. December 1945

EMDOR—VI—T—503,812
Gem Participations Inc., New York, N. Y.
Ser. June 13, 1946 D. U. May 20, 1946

EROS—VI—B—506,388
George R. Parkinson, Katonah, N. Y.
Ser. July 27, 1946 D. U. July 24, 1946

EZ-IT—VI—T—459,215
Robert L. Gaddy, Gainesville, Fla.
Ser. Mar. 17, 1943 D. U. July 5, 1918
Reg. 430,432 June 10, 1947

FLORALATOMS—VI—B—506,359
Michael Agazim (Floralatoms Co.), Chicago, Ill.
Ser. July 27, 1946 D. U. May 9, 1946

FRAGONARD—VI—B—501,770
Parfum. Fragonard G. Fuchs & Cie., Paris, Fr.
Ser. May 9, 1946 D. U. 1925

FRENCH BLEU (with des.)—VI—B—502,534
Reine Inc., New York, N. Y.
Ser. May 21, 1946 D. U. Jan. 1946
Reg. 430,505 June 10, 1947

GALLANT—VI—I—505,509
Greil Drug and Chem. Co., Pittsburgh, Pa.
Ser. July 11, 1946 D. U. June 17, 1946

GENITOL—VI—T—506,662
General Chemical Co., New York, N. Y.
Ser. Aug. 1, 1946 D. U. June 26, 1946

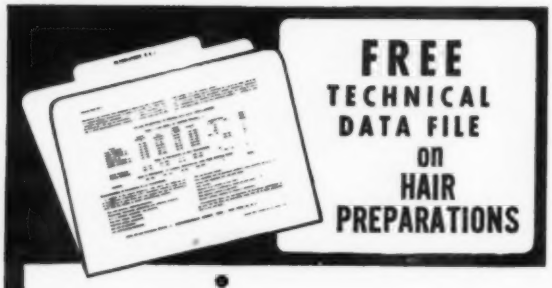
GOLD FLASK—VI—B—494,518
Parfum L'Orle Inc., New York, N. Y.
Ser. Jan. 9, 1946 D. U. Jan. 4, 1946

GUNG LANG—VI—BCH—501,790
Thomas Ung (United China Trading Co.), Los Angeles, Calif.
Ser. May 9, 1946 D. U. Apr. 2, 1946

HACO—VI—M—493,955
Haco Gesellschaft A.G., Bern, Switz.
Ser. Dec. 28, 1945 D. U. 1922

HAPPY ENDING—VI—C—506,501
Botany Worsted Mills, Passaic, N. J.
Ser. July 30, 1946 D. U. June 21, 1946

(*Continued on page 399*)



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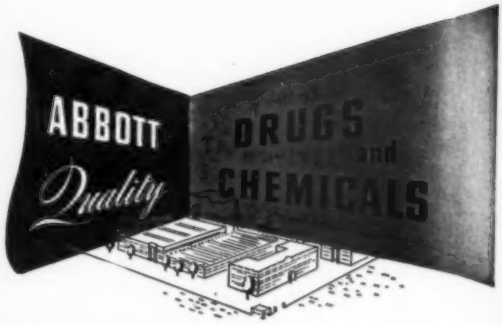

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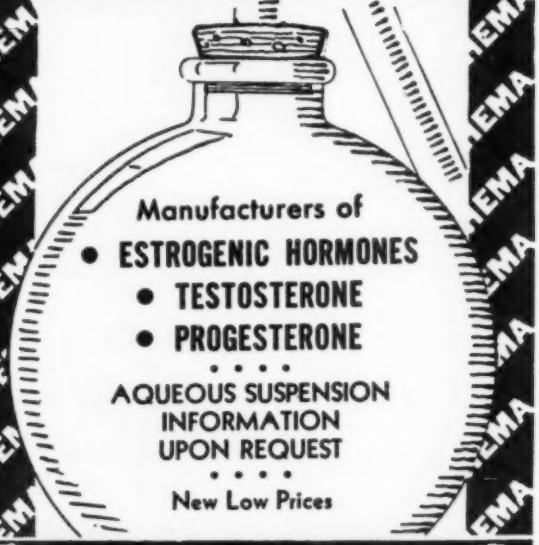

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Patents and The Anti-Trust Laws

While many people are still awaiting the post-war world pictured in the magazine sections of many Sunday newspapers during the war, there is one field which gives definite indications that World War II is over.

Doubtless, many remember the comparatively large number of anti-trust cases brought by the government before the recent war. The turning of our energies towards the job of winning the war resulted in a cessation of such suits. At this writing it looks very much as if the Department of Justice has resumed its activities in this field. Not to be outdone, the Federal Trade Commission appears to be active also, having complained against alleged price-fixing practices of the steel industry. The Justice Department has recently started court actions against certain rubber and color film manufacturers. There is also some talk of possible action in the near future against alleged price-fixing in the food, clothing, housing, newsprint and oil fields. It is believed safe to predict that other businesses will be investigated and brought into court in the future, inasmuch as Congress has appropriated increased sums for the Department of Justice.

The present interest in this subject arises out of the fact that in many of the anti-trust cases that have been decided it was necessary to consider certain patent questions. Just how the tie-in comes about and some of the reasons why the courts have had a difficult time in resolving an apparent conflict between the anti-trust and patent laws will be touched upon here.

The Sherman and Clayton federal acts—the so-called anti-trust laws—may be loosely said to declare as part of our philosophy that acts done in restraint of trade or to create a monopoly or to lessen competition are illegal. While it is recognized that this statement, being an over-simplification, leaves much to be desired, nevertheless, for our purposes, it suffices to show the tenor or spirit of the anti-trust acts.

The patent laws, passed by the same authority which enacted the anti-trust laws, declare as part of our philosophy that any one who has invented a new and useful art, machine, article of manufacture, or composition of matter is entitled to exclude all others from making, using or selling the claimed subject-matter of his invention. In other words, he can restrain trade, have a monopoly and be free of competition as far as his invention is concerned. For example, the patent owner may refuse to license any one under his patent. If he does issue licenses he may restrict production, set the price at which the licensee is to sell the patented article or impose other restrictions.

At first glance, therefore, it would appear that the two sets of laws are in conflict. What the anti-trust laws apparently forbid, the patent laws apparently sanction. In actual fact, however, the two sets of laws are believed not to be inconsistent. The anti-trust laws may be considered to set up the general rule of conduct which is to the effect that we as a people are against unlawful restraints of trade and techniques which tend towards monopolies. However, we as a people also realize that for our continued prosperity "to promote the progress of science and the useful arts" it is desirable to offer an inducement in the form of a patent to those who enrich our knowledge by bringing forth something new and useful. Hence, the patent laws can be considered as getting up a recognized exception to our general attitude on monopolies. Or, stated otherwise, we recognize beneficial monopolies and protect them by patents. We abhor odious monopolies and monopolistic actions and outlaw them by the anti-trust acts.

While the co-existence of the anti-trust laws and the patent laws is not anomalous, as just shown, nevertheless the exact boundary between the two has not as yet been delineated, despite several treatises and court decisions on the subject. In the average case, where a patent holder sues for infrignement, no question involving the anti-trust laws is raised. The pattentee is still the sovereign in his own domain. Difficulties arise when pooling of patents and cross-licensing between holders of blocks of patents enter the picture, or where the alleged unlawful practices involve marketing practices and the patent aspects are only a part of the whole scheme of things. It may be that some such arrangements are valid. It may be otherwise. There are cases on both sides of the line. Unless a case comes squarely within the facts of a case which already has been decided, no one can with certainty know whether the arrangement will be considered legal or not.

Considered in the light of what has been stated here, it can be seen that there is an area within which business people can not be reasonably sure as to their rights and consequently it is not surprising to read in the papers that many firms of good repute have been charged with anti-trust law violations. It is unfortunate for them that they are being made "guinea pigs" in the legal experiment of finding just where the line between the anti-trust and patent laws should be drawn, but as a result of such experiments we shall find the answer. In the meantime, in fairness to all concerned, no unwarranted unfavorable deductions as to the ethics or propriety of the complained-of acts of any of the companies selected as "guinea pigs" should seemingly be drawn.

Vitamin A Acid and Its Esters

A very important patent was issued on August 5, 1947 to Professor Milas of Massachusetts Institute of Technology. This patent (U.S. 2,424,994) covers not only a process of making vitamin A acid and its alkyl esters but also covers the vitamin acid and alkyl esters as new compounds. In other words, Milas, or rather the Research Corporation to which the patent was assigned, has obtained patent rights to the vitamin acid and alkyl esters themselves and presumably can stop all others from making, using or selling the acid or alkyl esters of the vitamin without the permission of the patent holder.

While the patent does not disclose

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that vitamin A properties are possessed by the claimed acid and esters, it is believed that the patent right obtained is quite appreciable. For one thing, ethers of vitamin A are known to possess physiological properties akin to the vitamin (which is an alcohol) and it would not be surprising if the vitamin acid or its alkyl esters likewise possessed such properties. Furthermore, this patent is the only one of many which Prof. Milas has been granted in the last few years and which have been assigned to Research Corporation. Seemingly, at least at the moment, this concern has the strongest patent position on the synthesis of vitamin A and related compounds.

There has already been published a not-inconsiderable amount of material on this synthesis, however, and it will be of great interest to watch developments and await the ultimate outcome which cannot be said to be unmistakably foreshadowed as yet. In this connection for example, Oroshnik just obtained U. S. patent 2,425,201 (assigned to Ortho Pharmaceutical Corp.) on a method of producing ethynyl carbinols with an alpha, beta unsaturated ketone as a reactant.

Those who are seriously interested in this subject will want to study the patent itself. For that reason and because there are a large number of steps in the synthesis it is not being given here.

Stilbestrol

This female sex hormone has been the subject of much patent activity since Dodds published his memorable work in English journals. The lastest U. S. patents on the subject were taken out by Hoffman-LaRoche and bear Patent Nos. 2421401 and 2421402.

These patents deal with the preparation of stilbestrol and its hydrogenation product, hexestrol. The significant contribution of these patents appears to be the fact that they eliminate the need of blocking or protecting the phenolic hydroxyl groups, as is normally done. Consequently, there is no need to introduce and reseparate such protective groups.

In U. S. 2421401 the starting material is a substance such as p-hydroxypriopiophenone. This is reduced to the corresponding pinacol in an alkaline, aqueous solution by means of sodium-amalgam. The pinacol is then rearranged to the pinacolina with hydrogenchloride or bromide. Reduction with sodium and alcohol gives the corresponding pinacolin alcohol. Another rearrangement, this time the so-called "retropinacolin-rearrangement" is now effected, with mineral acids. If gaseous hydrogen chloride or hydrogen bromide is used as dehydrating agent, stilbestrol is obtained. However, if hydrogen idodide is employed, hexestrol is formed in one operation, the stilbestrol being reduced as formed.

Flashburn Cream

An ointment obviously developed for war use was recently patented by two inventors, Fauley and Ivy. They state in their patent (U.S. 2,425,311) that their coating is effective against burning by sparks, hot objects, sudden heat waves and also against frostbite caused by the handling of cold objects.

Their preparation contains several ingredients, and the point of novelty is the combination used and not the use of any specially-developed ingredient. Thus, they use a solvent (such as ethanol or isopropanol), a film forming material (such as shellac), a lubricant (such as a water-insoluble metallic soap), a chemical light filter (such as menthyl salicylate), a plasticizing ingredient (such as linseed oil), a wetting agent (such as diethylene glycol monoethyl ether), a neutralizing ingredient, and a relatively large portion of titanium dioxide or its equivalent. Necessarily, therefore, the scope of patent protection obtained is rather limited.

Resolution of Picolines

As is well known, the picolines and other homologs of pyridine are customarily obtained from coke oven distillates. Outside of pyridine itself and 2-picoline, such distillates don't yield reasonably pure materials via fractional distillation. As a result, pyridine homologs are usually sold in mixtures. Since the individual bases are intermediates in the preparation of dyes and pharmaceuticals, and since the requirements as to purity are quite rigid, methods to furnish the pure bases are commercially desirable. This is especially so with regard to 3-picoline, a precursor of nicotinic acid, a member of the vitamin B complex.

Engel has recently obtained a patent (U. S. 2420529, assigned to Allied Chemical and Dye) for a method of resolving mixtures of 3-picoline, 4-picoline, and 2,6-lutidine. The patent particularly deals with the recovery of 3-picoline.

Engel's process involves the treatment of mixtures of the bases with hydrogen chloride, the point being that all or the major part of the 4-picoline and 2,6-lutidine will precipitate as hydrochlorides.

Of interest in connection with this subject is that, according to the Offical Gazette of the U. S. Patent Office, Dr. Riethof, of Pittsburgh, has opened for licensing or sale three of his patents dealing with this subject. The patents are U. S. 2412649-51. They involve azeotropic distillation processes. All processes involve maximum boiling azeotropic mixtures other than phenol: o-hydroxy-chloro-benzene (2412649); formic acid (2412650); and aliphatic acids such as acetic, butryic, and propionic (2412651).

Other Patents

The O.G. of the U. S. Patent Office, of May 13, 1947, noted 17 pending patent *applications* which have been made available for license only. These cases are the result of research conducted under Government auspices for antimalarials. Detailed information can be secured from the Secretary of War, Office of the Judge Advocate General, Patent Section, War Department, Washington 25, D. C.

The applications deal with 4-hydroxy quinolines having at least one monovalent substituent in the carbocyclic ring of the quinoline nucleus; 2-aryl-substituted-quinolyl-carbinols; 6,8-substituted lepidines, etc. Some of the compounds are said to compare favorably with plasmoquin.

U. S. 2,421,008—**(R. F. BURCH)—Hair-waving rod.**

U. S. 2,421,142—**(Commercial Solvents)—Crystalline riboflavin.**

U. S. 2,421,383—**(Michael Reese Research Foundation)—Irradiated vaccines and antigens.**

U. S. 2,421,416—**(Hoffman-LaRoche)—Catalytic hydrogenation of sugars.**

U. S. 2,421,432—**(F. B. PHILLIPS)—Artificial Eyelash.**

U. S. 2,421,597—**(Resinous Products)—3, 6-endomethylene—1, 2, 3, 6-tetra-hydrobenzyl ethers. Drug intermediates.**

U. S. 2,421,598—**(NOPCO)—Multivitamin Compositions.**

U. S. 2,421,729—**(Burroughs Wellcome)—Preparation of 3-aryl-1, 5-dibromo-pentane—3-carboxylic acid.**

U. S. 2,422,106—**(Ralston Purina)—Santonin-Phenothiazene vermifuge.**

U. S. 2,422,170—**(Sharp and Dohme) Sulfanilysulfanilamide.**

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Compounder's Corner

Liquid Face Make-Up

According to a report in *The Perfumery and Essential Oil Record* (38:164, 1947), two formulas for liquid face make-up have been investigated recently and found to be satisfactory. The first is made with:

Stearic acid	165 Gm.
Water	120 "
Glycerine	620 "
Dilute ammonia	25 "

After saponification, add:

Titanium dioxide	5 Per Cent
Pigments	5-12 " "
Coloring solution	1- 8 " "

The second formula is said to be more satisfactory and to provide a "milk" of pleasing texture. It contains:

Water	750.0 cc.
Glycerine	150.0 "
Stearic acid	75.0 Gm.
Sodium hydroxide	1.5 "
Glyceryl stearate	8.0 Gm.
Lanolin, anhydrous	2.0 "
Cetyl alcohol	2.0 "

The same pigments and coloring materials are added as in the first formula. If the soap content is found to be too high or if the preparation is too alkaline the sodium hydroxide may be reduced to 1.0 Gm.

The same source also provides the following pleasantly perfumed skin lotion for use on the face:

Precipitated sulfur	2 Gm.
Glycerine	5 cc.
Camphor (10% solution in alcohol)	2 "
Diethyl ether	2 "
Lavender water	10 "
Borax	2 Gm.
Distilled water	77 cc.

The lotion requires shaking before use. It is described as giving a marked cooling effect, with mild astringency and the sulfur will attend to superficial skin blemishes.

Liquid Hair Dressing

A formula for a cream oil type of liquid hair dressing is given in the Journal of the American Pharmaceutical Association, *Practical Pharmacy Edition (8:381, 1947) a follows:*

Petrolatum	7.5 per cent
Mineral oil	37.5 " "
Lanolin, anhydrous	3.0 " "
Sorbitan sesquioleate (Arlacel C)	3.0 " "
Beeswax, white	2.0 " "
Borax	0.5 " "
Water, to make	100.0 " "
Perfume	sufficient

Mix the first five ingredients and heat to 75°C. Dissolve the borax in the water and bring to the same temperature. Add the borax solution to the previous mixture slowly with moderate but thorough agitation. Perfume at 45° C. and agitate until cold.

It is stated that the foregoing emulsion becomes very thick if it is agitated until cold. When properly made, it drains nicely into the bottle, has the proper tackiness and is an excellent "all-round" hair dressing.

Sodium Citrate for Stabilizing Penicillin

According to L. Hahn (*Lancet* 1:408, 1947), sodium penicillin can be preserved for long periods at room temperature by using sodium citrate in saline as a solvent. Sodium citrate alone is a better stabilizing medium than phosphate, but it is most effective when combined with common salt. This discovery was made accidentally when sodium citrate in an 0.9% physiological solution of salt was used as a control in experiments with penicillin and citrated blood and produced a remarkable stabilizing effect on the sodium pencillin. To test the rate of destruction of pencillin at 100°C. in citrate and phosphate, four units of sodium penicillin were dissolved in 1 cc. of a solution consisting of one part *M*/5 sodium citrate and four parts 0.9% NaCl solution, and four units were dissolved in 1 cc. *M*/15 phosphate. Destruction of the penicillin was measured by the diameter of the inhibition ring. When tested immediately, both the citrate and phosphate rings measured 19 mm. in diameter. After heating for 15 minutes at 100°C., the citrate ring measured 18 mm. and the phosphate 16 mm. After heating at this temperature for one hour, the phosphate ring had completely disappeared while the citrate ring still measured 16 mm. Citrate-sodium chloride penicillin solutions can be sterilized by boiling for 10 minutes and they are said to remain stable at room temperatures packed in ampoules. In experiments, the loss of potency after twenty three days was found to be very small.

Paraldehyde Emulsion

A bulletin issued by the Bureau of Professional Relations, School of Pharmacy, University of Florida contains valuable information on paraldehyde, as well as an improved emulsion for the oral administration of the drug. It is pointed out that although paraldehyde has been supplanted to a considerable extent by newer sedatives, nevertheless its advantages as a hypnotic command interest. Factors mitigating against its widespread use include its sharp disagreeable taste, possible burning sensation of the throat and stomach, and the persistent fusel-oil like odor on the breath. Absorption of paraldehyde is rapid so that sleep is usually induced within ten or fifteen minutes after oral administration. This sleep resembles natural sleep and the patient awakens without the unpleasant after-effects which so commonly follow many of the more widely used hypnotics. Absorption also occurs following subcutaneous, or rectal administration. Since paraldehyde is irritating all doses should be well diluted by water, oil or some other vehicle before administration.

Paraldehyde is a dependable hypnotic for simple insomnia without pain although it may produce an untroubled sleep in the presence of mild dull pain. The drug is of considerable value in the treatment of delirium tremens and to quiet the maniacal patient. Rectal administration of paraldehyde in combination with scopollamine or barbiturates has been successful in the production of obstetric amnesia and analgesia. As a retention enema, 15 to 30 cc. of paraldehyde is mixed with equal parts of olive or corn oil. In a suitable form, such as that given below, paraldehyde may be given orally in obstetric cases.

Emulsion Paraldehyde (F.F.) for oral administration is made from:

Tragacanth	0.5 Gm.
Paraldehyde	45.0 cc.

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Distilled water	20.0 "
Fluid extract glycyrrhiza	8.0 "
Syrup, to make	120.0 "

Each teaspoonful (5 cc.) contains about 2 cc. paraldehyde, and each tablespoonful (15 cc.) contains about 6 cc. of the drug. Two teaspoonfuls gives the average U.S.P. dose (4 cc.) for insomnia. Four tablespoonfuls (2 fld. oz.) gives 22.5 cc. for obstetrics. To avoid the burning sensation of the drug, the dose should be well diluted with ice water or a chilled fruit juice. The emulsion requires a shake label.

Lipstick Making

In comprehensive review on the making of lipsticks, published in *Soap, Perfumery and Cosmetics* (20:554, 1947), F. Winter states that the ideal composition of the lipstick base should conform to the following requirements: While not too hard or yet too dry, it should have sufficient plasticity not to break in use. On application a uniform and easily adhering layer of color should result. Cracking, sweating, bleeding, and melting at summer temperatures, are all symptomatic of poor compounding.

Following brief discussion of the raw materials used in lipstick manufacture, this well-known European authority considers the composition of the fatty base. The elaboration of the fatty complex, says Winter, is subject to variations and it would be useless to prescribe a general type suitable for all shades. However, the indications given in the table below are sufficiently exact to permit the compounding of a suitable base.

SUGGESTED FORMULAS FOR LIPSTICK BASE

Beeswax	150	300	250	300	300	150
Castor Oil	..	..	..	..	..	40
Ceresin, white	300	70	50	..	..	300
Lanolin, anhyd.	50	80	70	80	60	60
Petroleum Jelly.	250	300	400	300	300	300
Cetyl Alcohol	50	50	50	50	60	..
Paraffin Wax	..	..	..	80	..	..
Spermaceti	..	..	90	..	50	..
Mineral Oil	100	50	50	50	50	..

The proportions of lakes and pigments depends naturally on the shade, with a minimum of 15 per cent and up to 25 per cent maximum—seldom more.

An example of the formulation of a lipstick on the basis of the above indications may be outlined as follows:

Beeswax	350
Liquid paraffin	430
White ceresin	460
Anhydrous lanolin	120
Cetyl alcohol	20
Eosin myristate (1:1)	50
Colloidal kaolin	30
Titanium dioxide	30
Alizarine lake	80
Geranium red	70
Cadmium yellow	20

Method:

(1) Weigh together the lakes and the cadmium yellow.

(2) Separately weigh the titanium dioxide and the kaolin.

(3) Weigh together 140 parts beeswax and the eosin myristate.

(4) Weigh up the remaining waxes and the beeswax, melt together and keep warm.

The eosin myristate is dissolved in the beeswax and added to the melted fats and waxes, the previously sieved pigments are now added to the fat mixture and passed through a fine mesh sieve and left to cool. Care should be taken at this stage that the color distribution is uniform. If not, use is made of the mill until uniformity is obtained. The lake mixture is now added, followed by the perfume. After mixing and milling, the lipstick mass is ready for molding.

In considering the use of castor oil, Winter notes that many workers recommend its employment as a lubricating agent. The addition of beeswax and lanolin to the resultant mass is indicated, owing to the oil's immiscibility with petroleum jelly. Sweating of the stick may also occur and the proportion of castor oil incorporated should not exceed 5 or 6 per cent. The inclusion of this oil has also found recommendation on account of its excellent solvent properties (1:2) for acid eosin (bromoacid), eosin myristinate and stearate, etc., but it is also held that the use of castor oil brings about the splitting of the bromoacid, causing irritation of the lips, generally attributed to the free eosin. Nevertheless, many writers deny this harmful action of castor oil in contact with eosin, and warmly recommend the use of this oil. The fact is that castor oil is frequently used in making lipsticks and imparts a particularly soft, smooth feeling to the base. This oil is also an excellent solvent for fixatives. Nowadays castor oil has become an almost classical constituent of the well-known makes of lipsticks. Two formulas of this type, to which sufficient coloring matter, etc., should be added, are given by Winter as follows:

1.

Beeswax, white	220
Mineral oil (heavy)	400
White ceresin or paraffin wax	240
Anhydrous lanolin	100
Cetyl alcohol	20
Eosin myristate	30
Castor oil	50

2.

Beeswax, white	250
Paraffin wax	150
Anhydrous lanolin	150
Petroleum jelly, long fiber	200
Mineral oil, heavy	200
Eosin myristate	45
Castor oil	70

The first step is to dissolve the myristate when warm in castor oil. Then the basic materials, coloring matter, etc., are added. Similar formulation may be used for the newer solvents intended to replace castor oil.

When discussing color shades, Winter suggests the following typical blends of coloring materials for experimental use per kilogram of fat-wax base:

Bright Red

Geranium red lake	240 Gm.
Cadmium yellow	30 "
Eosin myristate	20 "

Medium Red

Alizarine lake	120 Gm.
Geranium red lake	90 "
Cadmium yellow	20 "
Eosin myristate	25 "

Cerise

Geranium red lake	200 Gm.
Alizarine lake	50 "
Cadmium yellow	24 "
Eosin myristate	15 "

Nasturtium Red

Geranium red lake	200 Gm.
Cadmium yellow	40 "
Rhodamine myristate	15 "
Eosin myristate	30 "

Deep Red

Alizarine lake	180 Gm.
Ultramarine blue	30 "
Eosin myristate	30 "
Rhodamine myristate	20 "

Naccarat

Carmine lake	150 Gm.
Alizarine lake	50 "
Geranium red lake	50 "
Eosin myristate	22 "

Lipstick should be removed each day to prevent drying or irritation of the lips. Special lipstick removers, such as the following, are suitable for this purpose, although in the great majority of cases such cleansing is carried out with the aid of ordinary creams and soaps:

1

Beeswax	40
Stearic acid	20
Mineral oil, medium cosmetic grade	40

2

Cetyl alcohol	5
Beeswax	15
White ceresin	40
Mineral oil	40

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B Vitamins for Estrogen Imbalance

On the basis of experimental evidence that nutritional factors can control the metabolism of estrogen in the liver, patients exhibiting signs and symptoms of excess estrogen were studied by G. R. Biskina and M. S. Biskind (*Am. J. Clin. Path.* 16:737, 1946). They reported that response in 700 patients to intensive, persistent and complete nutritional therapy was invariably excellent. Endocrine disorders varied from premenstrual tension to severe cystic mastitis of the breast. The total daily dosage by mouth given in divided doses after meals consisted of 38 to 45 mg. of thiamine, 20 to 35 mg. of riboflavin, 12 to 25 mg. of calcium pantothenate, 3 to 8 mg. of pyridoxine, 200 to 300 mg. of nicotinamide, 200 mg. choline, 90 to 150 mg. inositol and 180 to 300 micrograms of folic acid derived in part from crystalline and in part from natural material. Desiccated whole liver derived from 45 to 75 Gm. of fresh liver or liver fractions derived from 60 to 100 Gm. of liver or combinations of the two were also administered, sometimes supplemented by parenteral B vitaimns.

Pentothal & Curare Anesthesia

His experiences in over 150 anesthesias in which mixtures of Pentothal Sodium and curare were administered has led J. W. Baird (*Anesthesiology* 8:75, 1947) to the conclusion that the most satisfactory combination is a 2.5 per cent aqueous solution of Pentothal Sodium which contains 0.7 mg. of *d*-tubocurarine chloride per cubic centimeter of solution. In this way the muscle-relaxing qualities of curare are added to the anesthetic agent. Unpurified curare and Pentothal Sodium are incompatible under ordinary circumstances, owing to differences in hydrogen-ion concentration. When a freshly prepared solution of Penothtal was used and *d*-tubocurarine (the pure alkaloid) added while the solution was being agitated, no precipitate formed. One-half to 1 cc. of the mixture was injected fractionally as required. All patients received 50:50 oxygen-nitrous oxide inhalation. Less Pentothal Sodium was required in the combined anesthesia than when no curare was added. The recovery period was thus shortened.

Radioactive Sodium in Vascular Disease Study

The use of radioactive sodium as a "tracer" for determining the status of the peripheral vascular circulation has yielded good results, according to B. C. Smith and E. H. Quimby (*Ann. Surg.* 125:360, 1947). Radioactive sodium, introduced into a vein, is rapidly carried throughout all the blood vessels and then passes through the capillary walls into the extravascular fluid. The arrival of the material at an extremity and the nature of its build-up there to equilibrium between intravascular and extravascular fluid can be followed with a Geiger-Muller counter. Curves plotted from these data give information regarding arterial blood supply to the extremity. By correlating this with clinical findings, conclusions can be reached regarding the degree of main or collateral circulation. Estimates can be made of the degree of pathologic change in main or peripheral vascular disease. Cases are presented which indicate the manner in which the curves are used to determine when sufficient collateral circulation exists to warrant local conservative therapy. Similar studies at different levels of the leg have given valuable accurate information as to the site for amputation at which healing is to be expected. Observations on patients with essential hypertension indicate that this test can be used to select cases which will or will not respond to thoracolumbar sympathectomy.

Synthetic Folic Acid for Anemias

According to C. F. Vilter, R. W. Vilter and T. D. Spies (*J. Lab. & Clin. Med.* 32:262, 1947), synthetic folic acid in doses of 10 to 15 mg. daily or 30 mg. three times a week given orally maintained 21 persons with pernicious anemia in apparent hematologic remission for one year. Three patients with pernicious anemia whose treatment was begun during a relapse responded satisfactorily. Folic acid given orally controlled the manifestations of sprue in 2 persons for one year, nutritional macrocytic anemia in 1 person for seven months and macrocytic anemia secondary to ileosignoidostomy in 1 person as well as or more effectively than liver extract. Folic acid in doses of 10 to 50 mg. daily did not prevent the development of neurologic signs, and doses of from 100 to 500 mg. daily did not stop the progression of the neurologic symptoms, when liver extract promoted rapid improvement. These observations suggest that an unknown factor or factors in liver other than folic acid are essential for maintaining the integrity of the central and peripheral nervous systems in persons with pernicious anemia. Folic acid cannot be considered satisfactory or complete treatment for pernicious anemia and should not replace potent liver extract in the routine treatment.

Khellin, New Drug for Asthma

Khellin, an extract of the seeds of the wild Eastern Mediterranean plant, *Ammi visnaga* Lam., has long been used by the local population as an antispasmodic in renal colic and ureteral spasm. Recently, a group of Egyptian workers found that khellin provides a more lasting though less prompt action than either epinephrine or ephedrine in the relief of bronchial asthma. In reporting this research, G. V. Anrep and his associates (*Lancet* 1:557, 1947) recall that renewed interest in khellin, the active principle of which is di-methoxy-methyl-furano-chromone, arose in 1945 when it was discovered to be an extremely potent coronary vasodilator. This led to work on angina, and in more than 150 cases single or repeated doses of 100 mg. for intramuscular injections, or 50-100 mg. by mouth, three times daily, gave "extremely encouraging" results.

Since the drug was also shown experimentally to dilate the respiratory passages, it was then tried in severe bronchial asthma. In 41 out of 45 cases treated with one intramuscular injection of 200-300 mg. it is claimed that pro-

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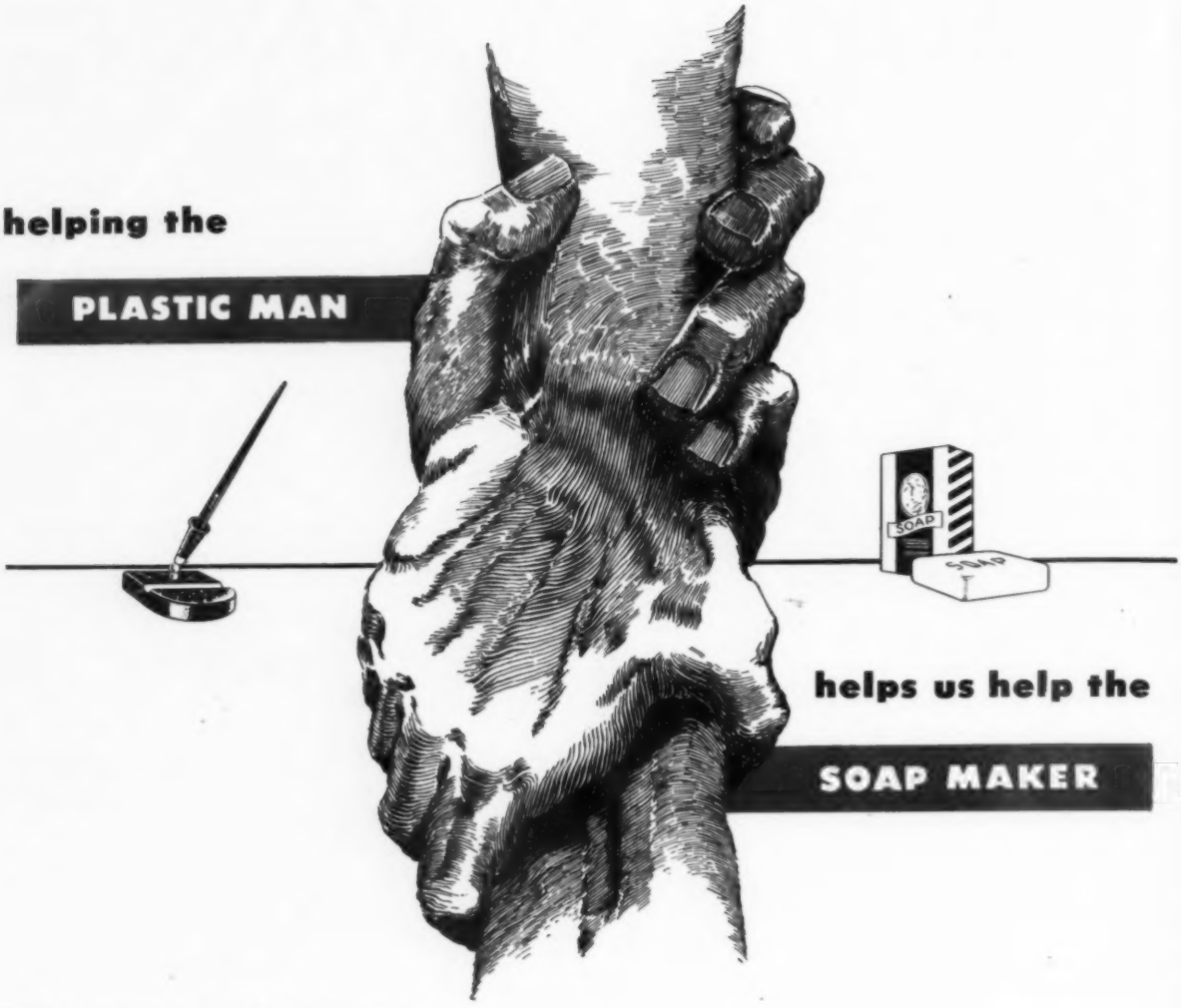

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longed and complete relief was obtained. The authors warn that crude extracts of khellin can cause severe gastric irritation and sometimes diarrhea. All preparations should, therefore, be freed from impurities and the final concentration of the active principle (not less than 50 mg. per c.c. for oral or intramuscular injection) should be standarized. The recommended method of standardization is given in detail in the report.

Estrogenic Substance from Date Palm Pollen

The discovery of an estrogenic substance in the pollen grains of the date palm, *Phoenix dactylifera* L., has been reported by Hassan and Wafa (*Nature* 159:409, 1947). The active part of the substance was located in the non-saponified fraction of the oil extracted from the dry pollens, and a water-soluble form was made. Five ovari-ectomised rats were injected with four doses of this over a period of 24 hours; three uninjected rats and three injected with pure estradiol dipropionate being used as negative and positive controls. After two weeks' treatment both groups which had been injected showed simultaneously, identical and complete cornification of the vaginal smear 24 hours after the last injection. This was considered to prove the presence of biologically active estrogenic substance in the pollen grains of the palm plant.

Protein Hydrolysate for Peptic Ulcer

In a report in *Gastroenterology* (8:476, 1947), H. H. Hodges evaluates the effectiveness of the oral administration of a protein hydrolysate in the treatment of chronic peptic ulcer and makes observations pertaining to nutrition and metabolism in human subjects whose sole source of dietary nitrogen was predigested protein. Twenty-six patients have been selected for this study. Twenty-four had received adequate conventional dietary therapy previously without significant improvement or had suffered a recurrence of symptoms while adhering to such a program. The patients were treated with a protein hydrolysate-carbohydrate mixture for from two to three weeks. In the majority this treatment appeared more efficacious than a conventional dietary program in producing a remission, but the frequency of relapses was not diminished. Three patients failed to respond satisfactorily, one of these suffering a serious gastro-intestinal hemorrhage in the midst of therapy. A gain in weight was the rule. A rise in blood urea nitrogen was seen in most of the patients, but the serum protein and hemoglobin changes were inconsistent. The degree of gastric acidity after treatment tended to be reduced. Individual feedings of this mixture completely neutralized free gastric acid for an average of seventy minutes. The beneficial effects of the protein hydrolysate are ascribed to its buffering action and to the high nitrogen intake. It is believed that the protein hydrolysate may become a useful adjunct to the medical management of peptic ulcer but will not prove to be a panacea.

Iodine and Failing Lactation

Investigations by M. Robinson (*Brit. Med. J.* 2:126, 1947) indicate that failure to establish a satisfactory milk output in women is apparently due to two deficiencies—estrogens and iodine. The need for estrogens to control the milk flow through the breast is present in the first four days after labor; the need for iodine to increase the output of milk is present from the fourth day onwards. These deficiencies may be present singly or together. If together, the estrogens must be given first. Until the estrogen deficiency is cured it is often difficult to tell whether there is an iodine deficiency. Giving Lugol's solution to a case with an estrogen deficiency untreated only aggravates the condition and does not increase the milk output. The sign of an estrogen deficiency is lumpy breasts with a thick yellow secretion that is difficult to express. The sign of an iodine deficiency is soft empty breasts with a scanty secretion of milk. Both estrogens and Lugol's solution are safe and easy to give. The duration of the treatment is short. The treatment does not upset either the mother or the infant.

In these investigations, six drops of Lugol's solution (5 per cent iodine in 10 per cent aqueous potassium iodide) in milk were given by mouth twice daily; treatment being continued until the yield of breast milk had risen to 16 ounces a day. However, it has been found that thickened, tender, and lumpy breasts that produce a scanty secretion of a thick fatty material are only made worse by treatment with Lugol's solution, and the amount of secretion is not increased. If, however, the lumps and tenderness are removed by giving 5 mg. of stilbestrol four-hourly by mouth, then Lugol's solution will increase the output of milk and the lumps do not recur.

The number of patients with older infants who have so far been treated with Lugol's solution for failure of lactation are too few for any conclusions to be drawn. However, the outlook is hopeful, as in three cases out of five in which the mothers took the Lugol's solution for three weeks the infants became fully breast-fed. The sign that the infant has become fully breast-fed is a sudden large increase in the weekly weight gain and an increase in the number of stools. The stools return to normal when the bottle-feeds are stopped.

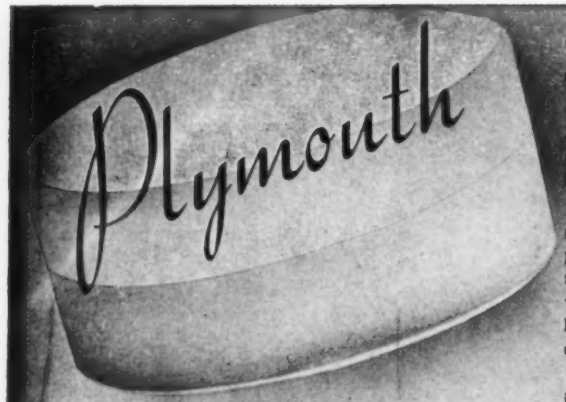
Evaluation of Athlete's Foot Products

A report by M. B. Sulzberger and A. Kanoff (*Arch. Dermat. & Syph.* 55:391, 1947) summarizes the results of three large series of experiments performed under the direction of the Navy to ascertain the efficacy of certain fatty acids and their salts in the prophylaxis and treatment of dermatophytosis. In these studies the following nine agents were compared as to relative prophylactic efficacy. They are listed in approximately descending order of the efficacy found:

1. Undecylenic acid-undecylenate powder.
2. Diodoquin, 5 per cent talcum powder.
3. Vioform, 1 to 3 per cent in talcum powder.
4. Calcium-zinc propionate powder.
5. Sodium propionate powder.
6. Foot powder, U.S.N.
7. Boric acid-salicylic acid powder.
8. Talcum powder.
9. Thiourea, 5 per cent in talcum powder.

In one large clinical study, the prophylactic use of undecylenic acid-undecylenate powder was found to reduce the incidence of dermatophytosis by 85 per cent.

Therapeutically, undecylenic acid-undecylenate powder was slightly more effective than sodium propionate powder, which in turn was definitely more effective than the boric acid-salicylic acid powder. Therapeutically, there was no significant difference between the efficacy of undecylenic acid-undecylenate powder and undecylenic acid-undecylenate ointment.



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Since the introduction of this new face powder material sales of it have constantly increased because the use of it actually represents a development in fine face powders.

Its exceptional silky, soft, smoothness, the complete absence of odor and the extremely fine particle size of it, plus its extraordinary adhesiveness actually improves a face powder in which it is used. As little as 5% added to your formula will bring about this result although it is being used in some face powder to the extent of 15% and a formula is offered showing its use in this percentage.

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COCILLANA BARK
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CORIANDER OIL AND SEED
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ERGOT OF RYE
FENNEL SEED, Indian, Argentine
FOENUGREEK SEED
GRAINS OF PARADISE
GUM GAMBAGE
GUM KARAYA
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READERS' QUESTIONS

ANTI-DANDRUFF LOTION: There is a hair tonic on the market known as "Blank's" Dandruff Remover. Should you be acquainted with the preparation we would appreciate it if you could send us a working formula to make a similar product. We have been told that the preparation contains Fowler's Solution. Brooklyn

I am not acquainted with the product you mention. In any case it is contrary to our policy to reveal the formulas of brand products. However, a product containing Fowler's Solution is given by Chilson as follows:

Salicylic acid	**0.2**
Fowler's solution	**15.0**
Alcohol	**25.6**
Glycerine	**5.0**
Water	**54.0**
Perfume	**0.2**

Dissolve salicylic acid in alcohol, add the perfume. Add other ingredients and mix. Filter.

MOUTH WASHES: I am very much interested in securing a mouth wash similar to "Blanks", one that will be effective and harmless to the tissues. Chicago

It is contrary to our policy to divulge the the formulas of well-known standard brand products, even when these are available to us. However, a pleasant cleansing gargle and mouth wash can be made by using the formula for alkaline aromatic solutions given on page 63 of the National Formulary VIII.

Another mouth wash which should prove quite acceptable consists of:

Benzoic acid	**1.00**
Boric acid	**2.00**
Alcohol	**8.50**
Eucalyptol	**0.05**
Oil of thyme	**0.10**
Oil of wintergreen	**0.30**
Water	**88.00**
Caramel coloring	**0.05**

The boric acid is added to part of water and boiled until completely dissolved; add this solution to the rest of the water and allow to cool. Dissolve benzoic acid in part of the alcohol. The oils are added to rest of the alcohol. Add these solutions to the water; mix rapidly and add caramel color. Mix again for four hours. Chill in a cooling tank and filter. Perhaps a brighter filtration can be obtained by mixing with 2 per cent of purified talc, and allow to stand for 48 hours and filter.

NON-STICKY HAND LOTION: As a subscriber to your magazine for many years we take the liberty of asking you for a formula for a non-sticky hand lotion. Los Angeles.

A suitable formula which may be modified as required, would contain the following:

Stearic acid	**2.0**
Cetyl alcohol	**0.5**
Vegetable oil	**0.5**
Potassium hydroxide	**0.1**
Borax	**0.1**
Glycerine	**6.0**
Quince seed	**1.0**
Karaya	**0.2**
Alcohol	**5.0**
Perfume	**0.5**
Preservative	**0.1**
Water	**84.0**

Allow the quince seed and half the water (with the preservative) to soak overnight. Strain through muslin and add the karaya dispersed in the alcohol, to the quince seed solution. Melt the stearic acid, cetyl alcohol and vegetable oil together and dissolve the alkalies and glycerine in the remaining water. Heat to the same temperature, mix and emulsify the two thoroughly, and add the gum solution. Add the perfume when the lotion has almost reached room temperature.

PRESHAVE LOTION: We are very much interested in a safe liquid preshave preparation, if at all possible, incorporating sodium hexametaphosphate, that, when applied to the beard, will cut the oils and soften the hairs considerably better than ordinary hot water. If you can supply us with a formula for the above, we would be very grateful. Camden.

Frankly, I do not see what function sodium hexametaphosphate would serve in such a product except as a water softener.

A standard formula for this type of product consists of:

Sodium cholate	**1.0**
Glycerine	**5.0**
Water	**94.0**

A slightly more elaborate lotion of this sort is made from:

Sodium cholate	**0.35**
Sodium lauryl sulfate	**2.35**
Glycerine	**7.00**
Water	**89.80**
Perfume	**0.50**

Dissolve the sodium cholate and the sodium lauryl sulfate in a mixture of the glycerine and an equal quantity of water which has been heated to about 60° C. When solution has taken place add the remainder of the water and the perfume. Filter.

Perfumer's Shelf

Minnesota Peppermint Oil

According to E. B. Fischer, peppermint oils which meet U. S. P. standards have been obtained from areas cultivated by the Minnesota Institute of Research and the graduate school of the University of Minnesota. The project was started three years ago to determine the feasibility of using some of the Minnesota peat soils for production and cultivation of peppermint, spearmint, and other volatile oils. Two plots were established, one located at the University of Minnesota Experimental Station, Excelsior, and the other in the heart of the peat district of northern Minnesota at Grand Rapids. Cultivation of mint was not successful in the latter area because of the highly acid nature of the peat soils. However, results were more satisfactory at the Excelsior Experiment Station. The mint plants grew prolifically and reached a height of over three feet. Yields of 32 pounds of peppermint oil per acre have been obtained.

Seychelles Cinnamon Leaf Oil

D. J. Cosgrove and H. T. Islip (*Bull. Imperial Institute* 44:287, 1946) point out that the production of cinnamon leaf oil is of considerable importance to Seychelles, the output in 1939 having been about 67 tons. Nearly the whole of this quantity was exported to the United States, where it was used mainly for the production of vanillin. The cinnamon leaf oil consumed in the United Kingdom is chiefly of Ceylon origin and finds a use mainly as a perfume in soap manufacture. The Ceylon oil is preferred for this purpose as its odor is considered more desirable than that of the Seychelles oil, which consequently commands a lower price. It was thought that the different odor of the Seychelles oil might be due to the oil's containing a higher percentage of eugenol, the presence of which is responsible for the "clovey" odor. Therefore, a quantity of Seychelles cinnamon oil was distilled in steam in order to determine whether it was possible to obtain a fraction, or mixture of fractions, more closely resembling the Cyelon oil. Ten fractions were collected at thirty-minute intervals and each was filtered through paper. The fractions of oil were clear and of a brownish color; the odor was characteristic of the oil, but the first four fractions to be collected were milder and less clove-like. Optical rotation of the fractions showed that the first two to be collected were closest to the values given by Ceylon oil. Commercial firms, to whom the samples were submitted, were of the opinion that, although the oil was a satisfactory source of eugenol, even the best fractions were unsatisfactory as a substitute for the Ceylon oil, the characteristic odor of which was not entirely due to the percentage of cinnamic aldehyde and lower eugenol content.

Boronia Megastigma of Australia

After reviewing the background, history and data of *Boronia megastigmata* of Australia, Y.-R. Naves and G. R. Parry (*Perfumery & Essent. Oil Rec.* 38:129, 1947) point out that certain concrete or absolute-like oils described as "extracts" of boronia have appeared on the market. These are exceptionally rich not only in β-ionone but in optically by inactive mixture sof both α- and β-ionones. The presence of α-ionone can be established by careful examination of the mother liquors resulting from the recrystallization of the semicarbazone of β-ionone. In the absence of definite guarantees of purity any results obtained from the examination of such examples are open to question, and valueless from a scientific standpoint.

Cooperative research was started in 1946 with a view to a better understanding of the ketonic fraction of the extract of boronia. The freshly picked flowering tops of the plant gathered in the hills near Melbourne were extracted with benzene. The yield was 0.52 per cent. The separation of the flowers themselves is somewhat tedious. A small quantity of the separated flowers was extracted, resulting in a yield of 1.23 per cent. The concrete resembled that prepared from the flowering tops and its odor was not different from that of the plant itself. The odor is powerful and characteristic; it recalls that of chopped spinach and blackcurrant buds, and after partial evaporation, like that of clove buds and infusion of tea. The concrete has an intense green color due to chlorophyll and it has a consistency somewhat more firm than soft paraffin, due to the waxy nature of the paraffins which it contains.

The alcohol-soluble fraction treated with superheated steam under reduced pressure gave 13.2 per cent (on the concrete) of a waxy yellow distillate containing 18.6 per cent of oximable substances (expressed as ionones). From this distillate by treatment with alcohol, heptacosane and hentriacontane were separated and the deparaffinated fraction had the following constants:

Specific gravity	**0.9394**
Index of refraction	**1.49497**
Acid value	**3.8**
Ester value	**91.0**

Treatment with caustic soda solution gave a yield of 0.33 per cent eugenol (on the concrete). The fraction combining with semicarbazide was studied. The mixture of semicarbazones corresponding roughly to ionone semicarbazones was separated by crystallization into the semicarbazone of β-ionone and a mixture of the semicarbazones of racemic α-ionone and dextrorotary α-ionone. The semicarbazone of β-ionone had a melting point of 145-146°, and showed no depression of the melting point in admixture with the semicarbazone of synthetic β-ionone. The regnerated ionone gave a semicarbazone of melting point 149° and the 2: 4-dinitrophenyl-hydrazone of melting point 128.5-129° identical with the derivatives of the synthetic ketone. It seemed probable that the semicarbazone of melting point 145-146° was rich in the steroisomer of the semicarbazone of melting point 149°; the stereomutation of the ketone taking place in the course of the hydrolysis of the semicarbazone. The mixture of the semicarbazones of the α-ionone had a melting point of 140-141° and a specific rotation of +270°. The semicarbazone of the dextro ionone has a melting point of 157-157.5°, while the semicarbazone of the racemic ketone has a melting point of 142-143°. The mixture of ionones regenerated from the mixture of semicarbazones had a specific rotation of +244° (±6°). It has been converted to β-ionone by the method of Koster.

Ocimum Suave Oil from Kenya

A sample of oil derived from *Ocimum suave*, Willd. in Kenya has been studied by H. E. Coomber and D. J. Cosgrove (*Bull. Imperial Inst.* 44:292, 1946). The oil, distilled from the green shoots and flower spikes of the plant, was of a pale

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greenish-yellow color, having a pleasant, rather indefinite odor. Although the leaves are strongly scented with a clove-like odor, the oil has little, if any, of this scent.

On examination, the clear, filtered oil was found to have the following constants:

Specific gravity, 15.5°C/15.5°C	**0.9706**
Optical rotation α_D20°C	**–19.92°**
Refractive Index n_D 20°C	**1.5188**
Acid value, mg. KOH/gm. oil	**1.4**
Aldehydes and/or ketones (bisulphite method) per cent. (v/v)	**2.1**
Phenols (by absorption in 5 per cent. caustic potash solution) per cent (v/v)	**7.5**
Solubility at 15.5° C.—	
In 70 per cent. (v/v) alcohol	**Insoluble in 15 parts**
In 80 per cent. (v/v) alcohol	**Soluble with opalescence in 10 parts**
Determined and expressed on the aldehyde and phenol-free oil	
Ester Value, mg.KOH/gm.	**2.4**
Ester value after acetylation, mg.KOH/gm.	**32.4**

Further examination indicated that the Kenya sample of oil of *Ocimum suave* has the following composition:

	Per Cent (w/w.)
Aldehydes and/or ketones	**2.1**
Phenols, eugenol	**8.3**
Phenol esters, methyl eugenol	**56.2**
Free alcohols, probably mainly linalol	**7.5**
Esters, as $CH_3COO.C_{10}H_{17}$	**0.8**
Acids, as acetic	**0.2**
Undetermined, presumably mainly terpenes	**24.9**

Many oils from other species of *Ocimum* have been examined and found to contain varying amounts, often considerable, of eugenol, thymol and methyl chavicol, and also linalol, citral, citronellal, methyl cinnamate, dihydrocuminic aldehyde, camphor, borneol and terpenes. The Kenya sample of *Ocimum suave* differs from oils obtained from other species of *Ocimum* in containing a large proportion of methyl eugenol, which is in fact its main constituent. Although the oil is not sufficiently soluble in alcohol for direct use in perfumery, it may have possibilities in the perfuming of soap, but the price would have to be low because of competition in this field. One Kenya soap maker is using the oil for perfuming some of his products.

Terpeneless and Sesquiterpeneless Oils

According to Y.-R. Naves (*Manuf. Chem. & Manuf. Perf.* 18:173, 1947) the contribution of terpenes and sesquiterpenes to the olfactory or flavoring effect of an essential oil is either feeble or unpleasant. They are readily modified by oxidation or polymerization, the resulting products possessing sharp, acrid, resinous or rancid odors or flavors and accelerating changes in other constituents of the oil. Being only slightly soluble in aqueous alcohol, they hinder the use of high concentrations of essential oils or of dilute alcohol. They have an unfavorable effect on emulsification. When present in therapeutic products administered by the subcutaneous route, they are responsible for various ill-effects. Therefore, because of their olfactory powder, purity of note, solubility in alcohol and retentivity in fatty bases and emulsions, terpeneless and sesquiterpeneless oils are used in perfumery and cosmetics, particularly for extracts, hygienic products and low-alcohol lotions.

However, the variability of commercial terpeneless and sesquiterpeneless oils, coupled with the unhappy experience of some consumers in attempting to produce these oils themselves, has caused some prejudice against their use among perfumery and cosmetic manufacturers. In discussing the causes for these variations, Naves also points out that most processes can be regarded only as experimental. Deterpenization can be achieved by distillation, by selective dissolution, or by a combination of processes.

Distillation, the most important method, often causes profound changes in the essential oil and is the cause of loss of certain materials which modify the bouquet. It provokes reactions between constituents owing to the high temperatures to which they are exposed. Particularly serious are the reactions of products of atmospheric oxidation, always present in essential oils of commerce notwithstanding the precautions taken at the time of warehousing. That is why distillation must always be performed at the lowest temperature compatible with the available means for condensation of the distillate. It should be carried out rapidly, using small batches and fractionating columns operating without excessive retrogradation. The apparatus should be constructed of chemically inert materials. As far as practicable the essential oil must be freed from its modification products, especially peroxides, by washing treatments, and (if necessary) by reducing agents as well as by preliminary rectification in steam.

Reactions are caused by contact with methyl and ethyl alcohols, glycol and glycerol, and particularly as a result of distillation of solutions of essential oils in these solvents. The resulting products (*e.g.*, acetals) are odoriferous or aromatic. Again, the constituents present in minute amounts, but which profoundly influence the bouquet of an essential oil, may be partly or totally lost in the mother liquors or in the distillates. That is a principal reason why terpeneless or sesquiterpeneless oils are sometimes less interesting in the olfactory or aromatic sense than the original essential oils.

In most cases the purified oils are less stable than the original essential oils. Removal of terpenes and sesquiterpenes destroys or eliminates substances acting as inhibitors of various modifying reactions. Incomplete purification of the terpeneless and sesquiterpeneless products obtained by distillation leads to a concentration in those products of terpenes and sesquiterpenes with conjugated unsaturated bonds. The latter are the most readily oxidized by atmospheric oxygen, forming exceptionally reactive peroxides. Terpeneless and sesquiterpeneless oils, therefore, require special precautions for preservation, such as dilution with alcohol, exclusion of air, and addition of efficient antioxidants.

Naves believes that if distillation methods cannot be improved, they should be superseded by newer processes, some of which are briefly discussed by this authority. In considering deterpenization by dissolution, he points out that terpenes and sesquiterpenes are relatively much less soluble in aqueous alcohol than the oxygenated constituents of essential oils. The solubility of the latter increases in the order: ethers and esters, ketones, aldehydes, alcohols. However, the play of mutual solubilities between the aqueous alcoholic phase and the terpene-and sesquiterpene-rich insoluble phase calls for careful adjustment of the procedure for each distillation problem. Recourse must be had to multiple batch extraction, supplemented by the use of an auxiliary solvent such as hexane to facilitate separation of the terpenes and sesquiterpenes retained in the alcoholic phase.

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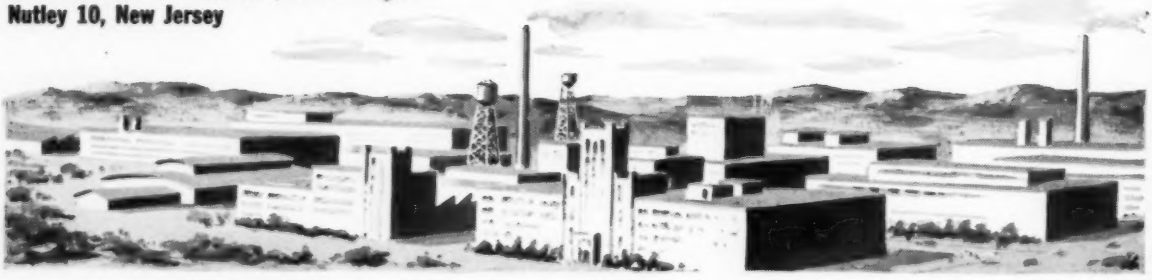

PURCHASING DEPARTMENT

Advancing Bullion Price Strengthens Market for Silver Derivatives. Stearic Acid Drops Sharply.

One of the features of the market during the period under review was the fast-climbing price of silver bullion. This development was reflected in the market for silver chemical derivatives, suppliers of which were encountering difficulty in establishing firm levels of prices for their products. The high cost of silver caused a sharp advance in silver nitrate but prices on bulk quantities of other derivatives had not changed at this writing.

During the period the United States Tariff Commission released its latest production data on certain synthetic organic chemicals. The figures covered May operations and comparison with those in April was provided.

Materials in which May production gained were acetanilide, acetone, acetylsalicylic acid, amyl acetate, butyl alcohol, ethyl acetate, ethyleneglycol, ethyl ethers, formaldehyde, natural and synthetic methanol, and some sulpha drugs. Smaller production in May was recorded for ascorbic acid, dibutyl phthalate, ergosterol, niacin and niacinamide combined, phenobarbital, pyridoxin hydrochloride, sulphathiazole, and thiamin hydrochloride.

Revaluation of the Chinese dollar exchange rate from 12,000 to $1 to about 40,000 to $1 foretells of greater supplies of tung oil, camphor, menthol, cassia, rhubarb, and a stabilization of the general price structure for these chemical commodities, observers believe.

Prices, however, may run contrary to what might be expected. Under normal circumstances, sharp declines might be in order, but both importers and consumers are looking for a stabilizing of the price structure at or near present levels.

They see trade based on healthier sales enterprise which was stifled under the old system by black market operations. Prices on Chinese chemical materials, notably rhubarb, have been declining sharply, largely because Chinese exporters have been willing to take a sharp loss in order to get U. S. dollars and buy essentials from the United States which would net them a profit several times the size of the loss on their U. S. sales.

Offerings of menthol, the first in about six weeks, were received here by some dealers. This would indicate that stocks of the chemical were again available in China. Prices bore out dealers' assumptions, however, and were in line with previous quotations at $7.40 to $7.45. The last offering reported was $7.50 per pound.

Stearic Acid Drops

Prices on stearic acid have been slashed 3½c to 4c per pound as the result of competitive conditions despite the fact that the basic material has remained steady in recent weeks. The acid finds a wide use in industry including the manufacture of stearates, stearate driers, cosmetics, soaps, candles and shoe and metal polishes.

The reduction establishes the carlot price of single pressed acid at 23½c, double pressed at 24c, and triple pressed material at 26½c. Red oil or oleic acid prices remain unchanged on the basis of 17½c per pound in tankcars.

More Zinc Oxide

Zinc oxide, widely used in pharmaceuticals and cosmetics, is more readily available today than at any time since the war, major producers declared. Stocks are moving freely to consumers and there seems to be enough zinc oxide available to provide for a sizable share of the heavy requirements from countries abroad.

Production of lead-free zinc oxide in 1946 totaled 157,851 tons compared to 127,955 tons in 1945. Production of leaded zinc oxide in 1946 totaled 67,971 tons compared to 62,598 tons in 1945, according to figures released by the Bureau of Mines.

Streptomycin Production Up

Streptomycin production during July increased 104 percent over the previous month's output, the Office of Domestic Commerce, reported. The July total of 1,000,753 grams is virtually equivalent to all supplies made available during the entire year 1946, ODC said.

The substantial increase in production, plus the trend of foreign as well as domestic consumption and the desirability of maintaining incentives to continued expansion, led the Department of Commerce to establish an export quota of 300,000 grams for August, ODC said. Authorized export quota for July was 125,000 grams.

Alcohol Price Down

A reduction of about 10 percent in all formulae of industrial ethyl alcohol, and a readjustment in prices covering all grades of ethyl acetate, was announced early in August.

Although grain prices continue high, availability of additional molasses will permit increased production from this cheaper raw material, it was pointed out. The previous base price of alcohol in tankcars was 98c a gallon delivered East of the Rocky Mountains and the new base price is 87c to which is added the cost of denaturants used in the various formulae required by industry.

New prices quoted on ethyl acetate are 3c per pound below the previous quotations in force. Eighty-five to eighty-eight percent acetate is now available at 16c per pound in tankcars. Ninety-five to ninety-eight percent material is now available at 16½c and 99 percent at 16¾c per pound. Usual differentials prevail for carlot and less than carload lots.

Cod Liver Oil Industry

Exports of cod liver oil from Norway to the United States have been steadily increasing, amounting, during the first quarter of 1947 to 69,722 pounds, with a value of $136,936. In April alone, 57,056 pounds valued at $108,799 were shipped.

During the 1947 Lofoten cod fisheries season, 23 fishing stations sent out 19,000 men with 5,500 boats. Detailed surveys are made at each station by the Fishery Protection Service, and complete information as to the catch and type of gear used is passed daily by radio between these stations and all fishing centers throughout the country.

(*Continued on page 393*)

• Prices quoted in this section were current on the first of this month.

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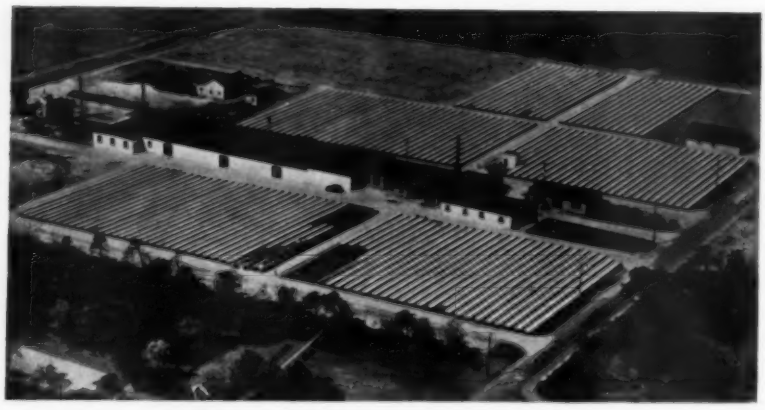

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Essential Oil Market Continues in Price Decline. Citronella Oil Leads Downward Trend.

The essential oils and aromatic chemicals markets went along at their usual pace during the period under review. Quotations were inclined to drop, as they have been doing for some time past. Despite the weakness of the market, some dealers said they felt more optimistic about a pickup in trade, judging from the orders that have been actually placed following inquiries.

The Department of Agriculture estimated that the total mint oil production in this country this year will reach 2,115,000 pounds, an increase of approximately 31 percent over last year's output. The department justified this estimate by pointing out that this year's acreage, 61,600 acres, is substantially larger than previous years and said that producers are getting an above-average yield.

Citronella Down

Java citronella oil was one of the items that moved downward very sharply during the past month. The product is now quoted at $1.75 per pound in comparison to the $4.75 at which it was quoted last January. Prices from the Asiatic producers had fallen off steadily for some time as supply increased and the South American producers, anxious to keep their grip on the market in the United States, met competition with equal quotations, thus doing much to create the downward trend in price.

The general decline in oil of citronella, Java, was reflected in a downward trend for its derivatives namely geraniol, citronellol, and esters, and hydroxycitronellal and derivatives. Geraniol was reported at $2.75 per lb., approxmately $2 below the former price. Citronellol was quoted at $4.75, a decline of 25c to 50c. The schedule on other derivatives were as follows: geraniol acetate $3.85; geraniol formate $6.75; citronellal $2.75; citronellyl acetate $5.25; citronellyl butyrate $7.75. Hydroxycitronellal was quoted at $7.50 per pound, a decline of $3.

Ceylon citronella oil displayed a steadier tone at $1.10 to $1.25 per pound.

Clove Oil Firm

Clove oil was firm at the prevailing price of $1.40 per pound, with the range to $1.70 per pound as to seller.

Estimated production of clove oil in Madagascar during 1947 recently was reported at 30 metric tons, compared with an estimate of 50 metric tons for 1946. During the first quarter of 1947, Madagascar exported 150 metric tons, a considerable drop from the 331 metric tons exported in the corresponding period of 1946.

Brazilian Exports of Essential Oils

Brazil's exports of bois-de-rose essence during the first 2 months of 1947 amounted to 34 tons valued at 6,481,000 cruzeiros, as compared with 54 tons valued at 8,293,000 cruzeiros in the corresponding months of 1946.

Exports of citrus-fruit essences from Brazil during the first 2 months of 1947 totaled 10 tons valued at 656,000 cruzeiros, as compared with 16 tons valued at 984,000 cruzeiros in the like period of 1946.

U. S. Imports of Essential Oils Madagascar—Netherlands Indies

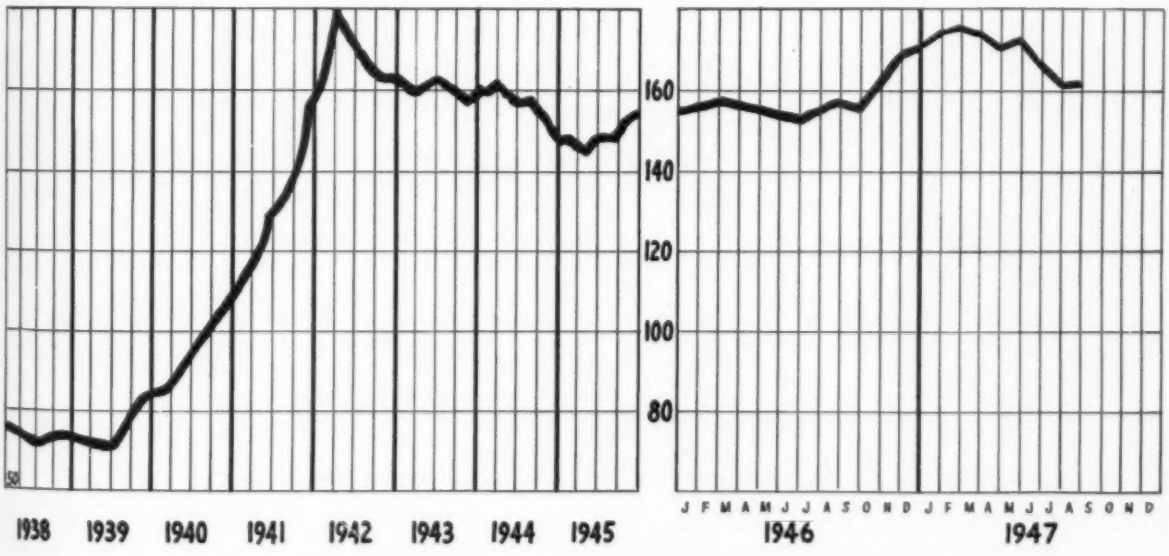
Imports of essential oils into the United States from Madagascar during the first quarter of 1947 included 8,476 pounds of geranium oil valued at $102,264, 8,265 pounds of oil of ylang-ylang valued at $76,437, 15,610 pounds of clove oil valued at $12,169, and 6,281 pounds of oil of vetiver with a value of $164,112.

Small imports of essential oils into the United States from the Netherlands Indies continued during the first few months of 1947. During the first quarter of the year 700 pounds of patchouli oil entered the United States. In April imports from the Netherlands Indies included 645 pounds of oil of ylang-ylang and 898 pounds of oil of vetiver.

Lime Oil Down

A plentiful spot supply of Mexican distilled lime oil was responsible for

50 Raw Materials—Weighted Price Index. 1926=100.



The price index of fifty commodities for August advanced slightly from 161.1 to 162.9.

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UP

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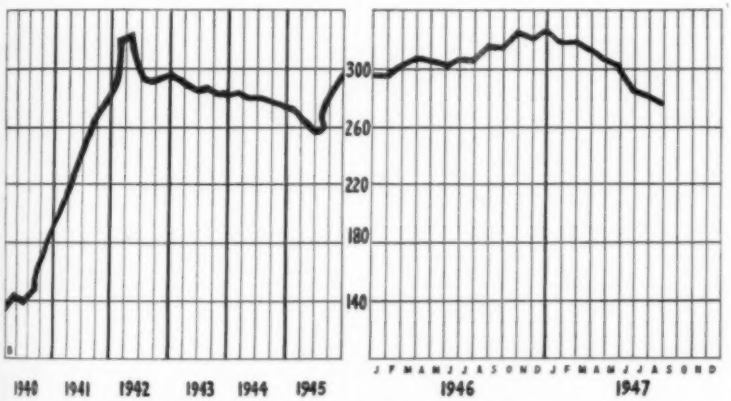
Ammonium bromide 3c
Carnauba wax No. 1 1c
Clove oil 5c
Papain pure powd. 25c
Senega root 15c
Silver nitrate 2-2/8c

DOWN

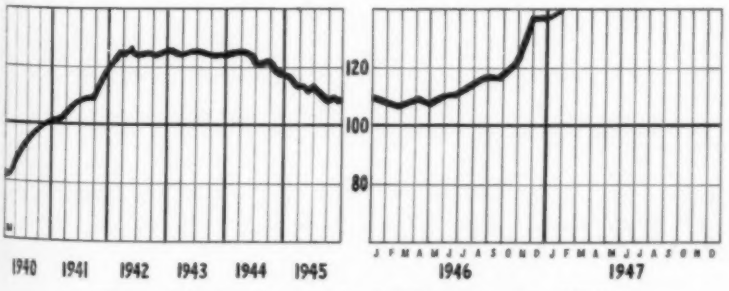
Ethyl alcohol USP 11c
Almond oil sweet 1c
Anethol 13c
Anise oil 10c
Anisic aldehyde 8c
Belladonna leaves 60c
Buchu leaves 13c
Cassia oil redist. 10c
Citronella oil Java $1.50
Ethyl acetate 3c
Geranium oil Bourbon 50c
Golden seal root 25c
Iso eugenol 10c
Lemon grass oil 20c
Lime oil dist. 75c
Linalool 40c
Mace oil dist. $1.25
Methyl cinnamate 50c
Musk ambrette $1.75
Nutmeg oil $1.75
Patchouli oil $10
Pennyroyal oil 5c
Pimento leaf oil 25c
Pine needle oil 20c
Saffron American 15c
Safrol 30c
Sandalwood Oil Mysore 50c
Spearmint oil $3.75
Stearic acid TP 4c
Tansy oil $2
Wormseed oil $1
Wormwood oil 25c

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined from 290.1 to 285.3. Belladonna and buchu were sharply lower.

15 Medicinal Chemicals—Weighted Price Index. 1926=100.



The medicinals index remained without change at 167.7.

another fall in price. One dealer reported setting a new figure of $4.00 a pound for the product, which was 75c per pound below the previous quotation. No change was reported in the outside figure of $5.50.

The Department of Commerce reports that activity in the lime oil industry in the State of Colima, Mexico, which flourished during the war when large exports of the oil were made to the United States, has been greatly reduced. The lack of demand for lime oil in the postwar period, as well as the 1946 lime crop failure, forced lime oil factories at Colima and Manzanillo to close.

The 1946 lime crop in the State of Colima was 70 percent below the 1945 output largely because the blackfly disease attacked the lime groves.

Lemongrass Oil Declines

This product continued to engage the attention of those in the trade as it took an even further drop in price. The latest figure received was $1.30 per pound, which was 20c below the quotation listed during the previous market check. The price of this oil has continued to slip downward steadily since the first of the year at which time it was quoted as high as $4.45. Increasing ease of supply was the reason most frequently given for the decline. Some dealers had expected the Java war would check the price slide and possibly have a strengthening effect on the market, but such an occurrence has failed to materialize. The good supply that arrived in this country from the Indian and South American markets seems to have offset any steadying influence that might have been produced by the hostilities in the Netherlands East Indies. The war itself did ittle to interfere with actual importation of the oil, for dealers here reported that the orders they had placed were received in the desired quantity and without delay.

Balsam-Of-Peru Exports

Total exports of balsam of Peru from Nicaragua in 1946 amounted to 12,301 kilograms valued at $25,806, compared with 9,816 kilograms, valued at $15,213 in 1945. Exports of this product in 1946 were distributed as follows: United States, 10,673 kilograms valued at $21,655; Great Britain, 1,628 kilograms valued at $4,151. In 1945 the United States was the sole destination.

Patchouli Oil Down Sharply

The Java war showed no strengthening effect on the spot market for patchouli oil, dealers reported, as they not-

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ed that the price is falling off because of a good supply and only fair demand. One firm reported a new low price of $15 a pound, as compared to the last listing of $25. It was felt generally, however, that this was a very low price and other dealers were inclined to place the product somewhere around $20. Export duties on patchouli oil and leaves shipped from Seychelles have been reduced from 27½ percent to 10 percent of the f.o.b. price per kilogram and per ton, respectively, it was learned. The rates of duty on the oil and leaves were revised a number of times last year as the Seychelles government attempted to adjust export rates to the fast-changing selling prices of these items. This latest change reduces export duties to their approximate pre-war level, showing the downward trend in the market value of the product.

Sandalwood Oil Down

The downward tendency of the NF Mysore sandalwood oil seemed to be checked and the product was reported holding its own at the previously established range of from $13.50 to $22.50. Government figures received during the month showed that during the first four months of 1947 there were 637 pounds of sandalwood oil shipped to the United States from Australia. Dealers were encouraged by this fact, for during the entire year of 1946 there were no exports made of the product to this country from Australia.

Cod Liver Oil Industry

(Continued from page 387)

The Government provides research ships, and attempts are made to locate schools of fish by means of sound detectors and other apparatus. The information thus obtained is then passed to the fishing stations, and in many cases to the individual fishing vessels equipped with radios.

Cod livers are delivered to fish factories, where cod liver oil for medicinal and industrial purposes is produced. After the oil is extracted by steaming it is refined by centrifuging. This process insures a greater fat content and consequently a higher concentration of vitamins. Plans for improved handling are being made which include feeding the cod liver oil into one end of a machine where it will pour out at the other end into barrels or bottles without being touched by human hands.

British cod liver oil is again entering world markets after a period of wartime trade dislocations. Arrivals of this product in the United States during the first 4 months of 1947 amounted to 49,755 gallons, compared with 100,982 gallons in the entire year of 1946. Receipts of British cod liver oil in the United States in 1938 amounted to 630,946 gallons.

Great Britain's domestic demand for cod liver oil reportedly is greater than ever. Free distribution of the oil to mothers and children, which might have been expected to make inroads into sales at pharmacies, instead, awakened the public to the value of the product, and sales have increased.

Menthol Steady

The menthol market was apparently steady, yet the true position of the article at this time remained to be developed by the recurrence of large quantity demand. At this writing trade was in jobbing quantities for the most part and there was not too much of such business. The future trend of prices depends on the developments that take place in Japan and China, and in relation to whatever position the Brazilian producers may be forced to take by reason of what happens in the Far East.

Brazil's exports of menthol during the first 2 months of 1947 declined to 14 tons, as compared with 37 tons in the corresponding period of 1946.

Glycerin Firm

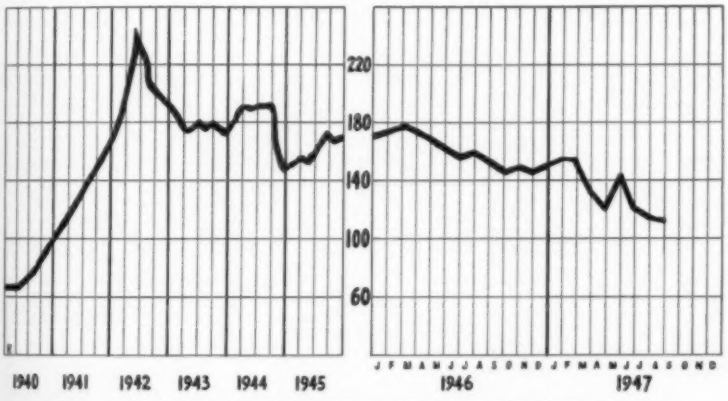
Major glycerin producers feel that present prices are reasonable when the cost of fat is considered and are anticipating firm prices for nearby shipments.

Factory and warehouse stocks of crude glycerin increased 463,000 pounds in June despite an output decline of 1,305,000 pounds for the month. June production totaled 15,885,000 pounds while factory and warehouse stocks on June 30 were 49,778,000 pounds.

Ceylon's Exports of Cinnamon Bark Oil

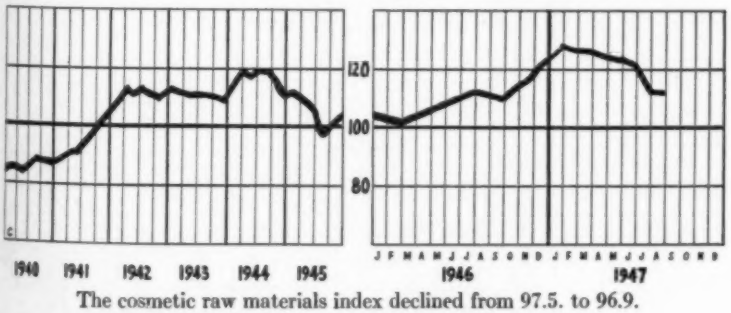
Total exports of Ceylon's cinnamon bark oil during the first quarter of 1947 amounted to 4,000 pounds, valued at 35,950 rupees, in comparison with 3,987 pounds with a value of 34,094 rupees, in the preceding quarter. The bulk of this oil went to the United States.

15 Essential Oils—Weighted Price Index. 1926=100.



The essential oils index declined from 121.9 to 121.3. Anise, Cassia, Clove, and Sandalwood were lower.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.



The cosmetic raw materials index declined from 97.5. to 96.9. This was primarily due to the drop in stearic acid.

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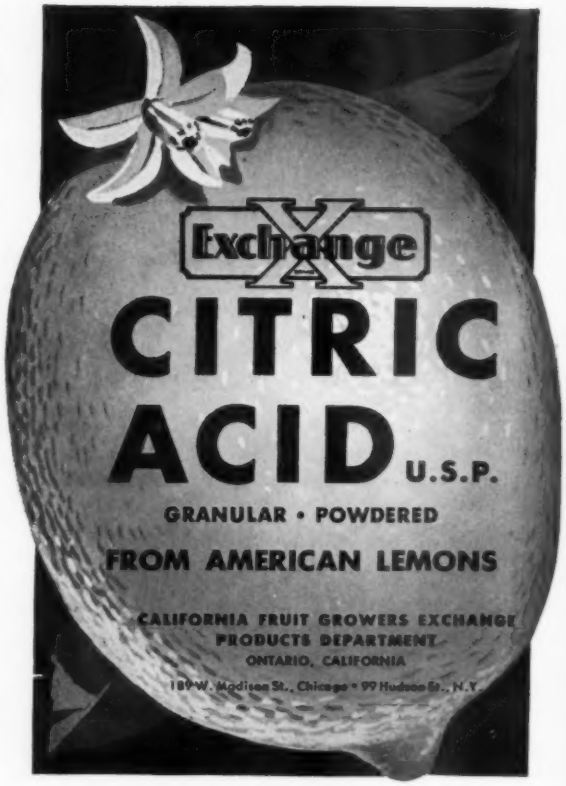

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Industry's Books

Allergy In Theory and Practice, by Robert A. Cooke, M.D., Sc.D., F.A.C.P., Attending Physician and Director of the Department of Allergy, the Roosevelt Hospital, New York, in association with Horace S. Baldwin, Robert Chobot, R. Clark Grove, Joseph Harkavy, Selian Hebald, Michael Heidelberger, Paul Klemperer, Louis Schwartz, W. C. Spain, Dudley D. Stetson, Albert Vander Veer, Mathew Walzer, Margaret B. Strauss, 572 pp., 43 illustrations, W. B. Saunders Co., Phila., $8.

The aim of this volume is to record the facts of allergy and, further, to synthesize them into a body of knowledge in so far as this is possible today, realizing fully the existing limitations of information and possible errors of interpretations. It has been the hope and endeavor of the author and contributors to make this book a useful one to those interested in the practical application of allergy in general practice and to students of allergy as well as to the scientifically minded who find allergy an alluring subject on account of the intricacies of its immunologic phases.

Practical Physiological Chemistry, by Philip B. Hawks, Ph.D., President, and Bernard L. Oser, Ph.D., Director, Food Research Laboratories, and William H. Summerson, Ph.D., Associate Professor of Biochemistry, Cornell University Medical College, 12th Ed., 5 color plates; 329 illustrations; 1323 pages; The Blakiston Co., Phila., $10.

Widely used both as a class textbook and laboratory manual, this famous text is now presented in a complete new revision, entirely rewritten throughout. The plan of the book is logical and one that has met the test of long use of students, teachers, investigators and laboratory diagnosticians alike. Many new phases of medical biochemistry are discussed, and those familiar with previous editions of the book will be pleased with the abundance of expository methodological and reference material now included. To facilitate the physician, recent advances are presented in the light of their clinical applications. This includes modern concepts of protein structure and enzyme action, intermediary metabolism, newly discovered vitamins, antivitamins and antibiotics. The chapters dealing with gastric function, repsiratory metabolism, blood chemistry, nutrition, deficiency diseases, and the physiological availability of the vitamins are of special value to the clinician. Descriptions of laboratory procedures are lucid and concise and are accompanied by clinical interpretations of the findings in disease.

Butalastic Polymers, by F. Macchionna, 642 pp., Reinhold Publishing Corp., New York, $8.

Although the author pretty well justifies the title he has applied to this work, the sub-title, namely, "A Treatise on Synthetic Rubbers," is far more revealing. A short historical chapter prefaces the three major divisions of the book: Source and Production of Monomers; Polymerization Mechanism and Processes; Processing and Industrial Applications of Butalastics (Synthetic Rubbers). The literature of this subject is obviously covered with extreme thoroughness and the work will be of extreme use to technical investigators in the field of synthetic rubbers. The final section devoted to the industrial application of products should be very helpful in determining the selection of a product for a specific use or application.

The Water-Soluble Gums, by C. L. Mantell, Ph.D., Consulting Chemical Engineer, 279 pp., Reinhold Publishing Corp., New York, $6.

This volume is intended to coordinate information relating to the water-dispersible products derived largely from a wide variety of plants and known as gums. Applications in the arts have been established for centuries. The collection, trade, and usage in some cases date from Biblical times. This work, however, is intended to clarify the confusion in gum designation and technology, as well as defining the conception of the term "gum" so often misapplied and misused. Contents Include Chapters 1. Classification and Chemistry of the Gums—2. Gums From the Acacia Tree and Its Varieties—3. India Gums (Ghatti, Karaya and Others)—4. Gums From the Astragalus Plant—5. Miscellaneous Gums—6. Hydrophilic Colloids from Seaweeds—7. The Hemicelluloses: Locust Bean Gum, Seed Extracts, and Iceland Moss—8. The Modified Celluloses—9. The Modified Starches—10. The Water-Dispersible Proteins—11. Gums in Cosmetics and Pharmacy—12. Gums in Paints and Coating Compositions—13. Gums in Textile Operations—14. Miscellaneous Applications—15. Specifications, Identification, and Testing—16. Native Designations of the Gums.

The Practice Of Physical Medicine, by Heinrich F. Wolf, M.D., Consultant, Department of Physical Therapy, Mount Sinai Hospital, 322 pp., Wilcox & Follett Co., Chicago, $5.

Dr. Wolf, one of the most experienced physiatrists in the United States, is the author of a number of textbooks and articles on physical medicine. During his forty-five years of practice he has made many valuable contributions to the theoretical and practical knowledge of this subject. This latest work is a complete exposition of all branches of physical therapy. The analysis of each technical procedure is preceded by a description of its physical and physiological principles and followed by a list of indications and contraindications most valuable to every practitioner. The latest advances in the field—modern therapy with refrigeration, shock therapy, Miley's treatment with blood irradiation, the Kenny treatment in poliomyelitis—are also discussed.

Practical Emulsions, by H. Bennett, Technical Director, Glyco Products Co., 2nd Ed., 568 pages, Chemical Publishing Co., Brooklyn, $8.50.

This revised edition contains additional matter on partial fatty acid esters of polyhydric alcohols, as well as their application in bread, cake, ice-cream, egg products, candy, etc. Special sections have been added on the use of soap, lecithin and pectin as emulsifying agents, and on surface-active germicides. A symposium on industrial emulsions has also been included. This covers the use of emulsions in leather treatment, dyeing and coloring, synthetic latex, polishes, cosmetics, paints, etc. The most recently developed emulsion formulas have been added to the formula section. This book touches only lightly on the theoretical aspects, and concentrates on the art of making and applying emulsions.

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(*Continued from page 310*)

COSMETIC FORMULAE—GROUP 2

	Emollient Cream	Hair Cream	Hair Cream	Hair Cream	Ointment Base	Ointment Base	Ointment Base	Ointment Base	Ointment Base	Ointment Base
Stearyl Alcohol	4	5	5	1	20	8	8	8	8	8
Absorption Base	..	..	..	4	..	..	..	..	..	..
Beeswax	1.5	..	..	..	..	..	..	..	..	..
Diethylene Glycol	10	..	..	..	..	..	..	..	..	..
Diglycol Stearate	..	..	18	..	..	..	..	..	..	..
Diglycol Distearate	..	..	..	10	..	10	10	10	..	..
Diglycol Dioleate	..	..	..	..	..	..	..	..	10	..
Diglycol Dilaurate	..	..	..	..	..	..	..	..	..	10
Isopropanolamine	..	..	..	0.5	..	..	..	..	..	..
Karaya Gum	1.5	..	..	..	..	..	..	..	..	..
Liquid Paraffin	..	30	40	50	20	..	..	..	..	..
Petroleum Jelly	..	10	..	..	60	100	100	100	100	100
Sodium N-oleyl N-methyltaurine	..	..	..	..	..	..	..	2	..	..
Sodium chlorocetane sulphonate	..	..	..	..	..	..	6	..	..	..
Sodium cetyl sulphonate	..	..	..	..	..	4	..	..	4	4
Lauryl Sulphate (15%)	..	50	..	..	..	..	..	..	..	..
Stearic Acid	..	..	..	1	..	..	..	..	..	..
Triethanolamine Stearate	2	..	..	..	..	..	..	..	..	..
Vegetable Oil	14	..	..	..	..	..	..	..	..	..
Water	188	..	40	90	20	104	108	108	104	104

COSMETIC FORMULAE—GROUP 3

	Perfumery Stick	Skin Food	Skin Food	Sports Cream	Sunburn Protective	Sunburn Protective	Sunburn Protective	Sun Tan Cream	Vanishing Cream	Vanishing Cream
Stearyl Alcohol	20	1	5	1	1.5	1	8	3	2	1
Absorption Base	12.5	..	..	..	..	..	..	1	..	..
Borax	..	..	..	..	0.8	1.5	..	..	1	..
Beeswax	..	..	..	..	15	1	2	..	..	..
Cetyl Alcohol	10	..	..	..	..	..	..	..	..	..
Cocoa Butter	..	..	..	..	..	5	..	..	..	..
Coumarin	..	..	..	..	..	..	0.1	..	..	..
Cocoanut Oil	..	..	..	..	..	..	..	3	..	..
Caustic Potash	..	..	..	..	..	..	..	..	..	0.5
Diethylene Glycol	..	..	..	..	..	..	..	..	..	5
Diglycol Stearate	..	..	..	..	..	..	..	12	..	..
Ethylaminobenzoic Acid	..	..	..	..	..	..	2	..	..	..
Glycerol	..	..	..	..	7	..	10	10	6	..
Lecithin	..	..	0.5	..	..	..	..	..	..	..
Liquid Paraffin	..	..	..	..	25	..	..	8	..	..
Neo-calamine	..	..	..	..	..	..	1	..	..	..
Petroleum Jelly	..	33	40	..	27	..	..	..	..	..
Perfume (concentrated)	12.5	..	..	..	..	..	..	..	..	..
Phenyl Salicylate	..	..	..	..	..	..	5	..	..	..
Sodium Carbonate	..	..	..	..	..	..	..	..	2	..
Stearic Acid	..	..	..	..	..	..	2	..	20	17
Sunscreen	..	..	..	..	4	10	..	..	..	..
Titanium Dioxide	..	..	..	1	..	..	1	..	..	..
Triethanolamine	..	..	..	..	..	..	0.5	..	..	..
Vegetable Oil	..	..	16	..	13.2	10	..	..	..	..
Wool Wax	..	33	6	8	3	10	..	..	..	..
Wool Wax Alcohols	..	..	0.7	2.5	..	..	..	..	..	..
Yellow Ferric Oxide	..	..	..	..	..	..	0.1	..	..	..
Water	..	33	30	60.7	30	20	68.3	63	69	72

The emulsified ointment bases in Group 2—that is those numbered 16 to 20—are reported to be free from deterioration on keeping and also free from any tendency to go rancid.

A wide variety of medicaments may be incorporated into them without any alteration to their properties. It will be seen that they are of the washable type of ointment base. These products are protected in this country by British Patent Specifications (I.C.I.)

The first formula of Group 3 (No. 21) is described as a solid perfumery stick, and is designed for personal use. It is rubbed lightly on the skin or clothing, and is claimed to leave only an infinitesimal film on these surfaces. The product is manufactured by molding in the same manner as are lipsticks.

The sunburn protective, (No. 27) is prepared by placing the triethanolamine and stearic acid together in a water bath for ten minutes, adding the beeswax and stearyl alcohol, and melting completely. The salicylate, ethylaminobenzoic acid and coumarin are then added.

After the ingredients are completely melted, the dioxide, neo-calamine and ferric oxide, all in a fine state

of division, are added and mixed in well. The distilled water and glycerol, previously heated to 70° C. are added with constant stirring which is continued to an ointment-like consistency.

The final product as formulated above is stated to be a pharmaceutically elegant and cosmetically acceptable item, spreading easily.

With regard to the sun tan cream (No. 28), pigments and dyestuffs may be incorporated into this formula in proportions up to 15 per cent.

On the subject of the incorporation of stearyl alcohol in lipsticks, this has often been recommended; partly because of its property of dissolving lipstick dyestuffs. (See No. 3.) Optimum amounts to be used are stated to be in the region of 5 per cent to 10 per cent.

In the manufacture of vanishing creams the optimum proportion of stearyl alcohol to include, if the aim is to impart smoothness to the product, is stated by some to be 0.4 per cent although it will be noticed that in the two formulae quoted the amount is actually greater than this.

General Uses

Stearyl alcohol has many applications of course outside the cosmetic field, and one or two of these are examined below.

Stearyl chloride, a valuable intermediary, has been manufactured in a simple manner by heating the alcohol emulsified with an aqueous concentrated solution of hydrochloric acid for half an hour at a temperature of 140-150° C. The yield of stearyl chloride, it is claimed, amounts to 90 per cent of the theoretical.

A further halogen compound of stearyl alcohol, namely the fluorine product, has found application as a plant protecting agent, possessing fungicidal and insecticidal properties. The material in use is mixed with solid inert diluents such as talc, chalk, kaolin, etc., plus wetting agents if desired; for example:

Fluorstearyl alcohol	**20**
Kieselguhr	**40**
Prepared Chalk	**40**

Stearyl thiocyanate has been included, along with the thiocyanates of other alcohols, in an extensive programme of research on new methods of controlling body lice.

Surface-Active Agents

As would be expected there are many surface-active agents being manufactured, of which the basic raw material is stearyl alcohol.

Products usable as emulsifying, cleansing, wetting and dispersing agents, and as softeners for textiles and leather, for the manufacture of cosmetics and the production of pharmaceutical items, have been obtained from stearyl alcohol by interaction with glycide followed by acylation which renders the product water-soluble.

To give an example of the manufacture of this surface-active material, the following is quoted:

Glycide (74 parts) is slowly dropped into 270 parts of stearyl alcohol at 110° C. while stirring; 1 part of sodium hydroxide is also added as a catalyst. When the reaction is completed the mass is cooled to 30/45°C. and 100 parts of sulphuric acid (66° B.E.) are slowly added to it. During sulphonation the temperature should not rise above 60° C.

The neutralized reaction product is soluble in water.

Products of a similar classification are obtained if the benzyl ether of stearyl alcohol is sulphonated. The atter product is manufactured by refluxing the stearyl alcohol in xylol with sodamide, followed by interaction with benzyl chloride.

The water-insoluble salts of stearyl sulphate esters, the aluminium, iron, lead and tin, for example have been utilized in the manufacture of emulsions of the water-in-oil variety.

A very versatile and well known emulsifying agent, and emulsion bodying agent, producing oil-in -water emulsions has, of course, been manufactured for some time now from a stearyl/cetyl alcohol mixture and consists predominantly of a mixture of these straight alcohols with approximately 10 per cent by weight of the same alcohols sulphona'ed or phosphated. The product is a whitish wax-like neutral material melting at about 50° C.

This material is widely employed as an emulsifying agent in cosmetics, ointments and other pharmaceutical and toilet lines. Emulsions of pronounced stability can be manufactured from it simply by melting in water and stirring the mixture down to room temperature.

A product possessing extremely similar properties can be prepared by blending together 90 per cent by weight of stearyl alcohol with 10 per cent by weight of sodium lauryl sulphate.

Other emulsifiers have been manufactured from stearyl alcohol by reacting 54 parts of it with 50 parts of paraformaldehyde. The mixture is stirred into 400 parts of sulphuric acid monohydrate at room temperature, then the temperature of the mixture is raised to 50° C. for 5 to 6 hours until water solubility is attained.

A cationic-active material used as a demulsifying agent has been obtained from stearyl alcohol. The chemical is octadecyl pyridinium bromide.

The pyridine salts of sulphonated stearyl alcohol have been found of considerable use as wetting and penetrating agents in the leather and textile industries, especially in finishing, softening and levelling operations.

The sulphonated alcohol is prepared by treating 270 lbs. of the material at 100° C. with 116 lbs. of chlorsulphonic acid. After this 150 lbs. of technical pyridine are added by stirring into the sulphonation product. The resulting surface-active mixture is soluble in water, and possesses strong wetting and foaming properties.

It is also reported to be useful for the manufacture of shampoos, salves and creams, etc.

The amine salts of the acid sulphate of stearyl alcohol which are also useful surface-active agents have

(Continued on page 417)

Your Trade-Mark Record

(*Continued from page 369*)

HECO (with des.)—VI—T—501,184
Heckethorn Mfg. & Supply Co., Littleton, Colo.
Ser. Apr. 30, 1946 D. U. Mar. 2, 1946
HEAVENLY NIGHT—VI—B—506,360
Michael Agazim (Floralatoms Co.), Chicago, Ill.
Ser. July 27, 1946 D. U. May 9, 1946
HOUSE OF LONTAY—VI—H—512,065
House of Lontay, Inc., New York, N. Y.
Ser. Nov. 5, 1946 D. U. Aug. 31, 1944

I-M—VI—K—501,700
Wernet Dental Mfg. Co., Inc., Jersey City, N. J.
Ser. May 8, 1946 D. U. May 2, 1946
INDIAN ORCHID—VI—B—506,308
Gloria Vanderbilt Corp., New York, N. Y.
Ser. July 26, 1946 D. U. July 23, 1946

JANVILLON—VI—BCH—506,603
Janvillon, New York, N. Y.
Ser. July 31, 1946 D. U. June 1, 1946
JARMILLA (with des.)—VI—H—497,523
Malcolm C. Baker (Jarmilla Products), Lake Worth, Fla.
Ser. Mar. 2, 1946 D. U. Jan. 23, 1946
JINI LINN—VI—C—497,489
L. Mendelson Co., New York, N. Y.
Ser. Mar. 1, 1946 D. U. Feb. 4, 1946
Reg. 430,475 June 10, 1947
JOSEPH POTTGIESER—VI—C—507,340
Joseph Pottgieser (San Jose Ointment Co.), San Jose, Calif.
Ser. Aug. 13, 1946 D. U. Aug. 1, 1945
Reg. 430,531 June 10, 1947

KNOX OUT—IV—T—492,514
The Pennsylvania Salt Mfg. Co., Philadelphia, Pa.
Ser. Dec. 1, 1945 D. U. Oct. 5, 1945

LANCRY—VI—B—501,772
Parfum. Fragonard G. Fuchs & Cie., Paris, Fr.
Ser. May 9, 1946 D. U. 1942
LECILAN—VI—C—508,114
Horton and Converse, Los Angeles, Calif.
Ser. Aug. 27, 1946 D. U. July 29, 1946
LERNER—VI—B—496,083
Irresistible, Inc., New York, N. Y.
Ser. Feb. 6, 1946 D. U. Jan. 30, 1946
Reg. 430,467 June 10, 1947
LORD BALTIMORE—VI—BDIH—500,209
Elmo Sales Corporation, Philadelphia, Pa.
Ser. Apr. 15, 1946 D. U. Jan. 8, 1946
Reg. 430,491 June 10, 1947
LOVNAIL (with des.)—VI—E—500,798
Simon Drissman (Lovnail Products), Detroit, Mich.
Ser. Apr. 24, 1946 D. U. Apr. 4, 1946

MAGIC MIST—VI—H—500,994
Arthur C. Van House (Magic Mist Co.), Evanston, Ill.
Ser. Apr. 11, 1946 D. U. Mar. 4, 1946
MEALYS—VI—BCI—508,317
S. A. Parfumerie Violet, Paris, Fr.
Ser. Aug. 30, 1946 D. U. July 15, 1892
MERITONE—VI—AFKHM—472,117
National Toilet Co. (Merrit Products Co.), Paris, Tenn.
Ser. July 11, 1944 D. U. June 29, 1944
MOM'S—IV—M—514,718
Frank Perew, Jr. (Mom's Cleaner Co.), Beverly Hills, Calif.
Ser. Dec. 23, 1946 D. U. June 1945
MOTTIPS—VI—T—496,885
Commandit. Venn. Chem. Fab. Rids, Ijmuiden, Holland.
Ser. Feb. 19, 1946 D. U. Jan. 28, 1938

NO-UR-O—VI—DT—506,137
Sunshine Products Co., Seattle, Wash.
Ser. July 23, 1946 D. U. Mar. 15, 1934

PALM FROND—VI—ABCDEH—506,495
Associated Products, Inc., Chicago, Ill.
Ser. July 30, 1946 D. U. June 28, 1946
PARFUMS DE VILLIERS—VI—BCK—499,159
S/A de Diffusion Internationale de Parfumerie, Paris, France
Ser. Mar. 28, 1946 D. U. Oct. 1, 1945
Reg. 430,486 June 10, 1947
PIERRINE (with des.)—VI—H—506,958
Pierrine Laboratories, Paterson, N. J.
Ser. Aug. 6, 1946 D. U. July 24, 1946
PINE RIDGE (with des.)—VI—AI—494,069
Hipsh, Inc., Kansas City, Mo.
Ser. Dec. 29, 1945 D. U. Dec. 10, 1945
Reg. 430,456 June 10, 1947
PLAISIRS—VI—BC—489,358
Parfums Verlayne (S.A.R.L.), Paris, France
Ser. Oct. 3, 1945 D. U. March 1944
PLUSH RED—VI—ABCDEH—506,978
Associated Products, Inc., Chicago, Ill.
Ser. Aug. 7, 1946 D. U. June 29, 1946
PORO—VI—ACDGH—507,538
Poro College Prod. Co., Inc. (Poro College), Chicago, Ill.
Ser. Aug. 16, 1946 D. U. Sept. 21, 1946
PRESAGE—VI—BC—495,301
Les Parfums de Dana, Inc., New York, N. Y.
Ser. Jan. 24, 1946 D. U. Jan. 21, 1946
PRIZE POSE—VI—C—506,503
Botany Worsted Mills, Passiac, N. J.
Ser. July 30, 1946 D. U. June 21, 1946
PRIZE WINNER—VI—M—497,974
Harry Shapiro (Chemical Specialties Co.), New York, N. Y.
Ser. Mar. 9, 1946 D. U. June 1944
PY-YA—VI—C—505,687
Plank Dealy, Los Angeles, Calif.
Ser. July 16, 1946 D. U. Feb. 1, 1940

RAUCOUR—IV—A—506,781
Soc. d'Etudes et d'Expansion De La Parfum De Luxe, Paris, Fr.
Ser. Aug. 2, 1946 D. U. May 6, 1946
RETURN ENGAGEMENT—VI—B—508,203
Avon Products, Inc., New York, N. Y.
Ser. Aug. 29, 1946 D. U. Apr. 17, 1946
REUTER'S (with des.)—VI—BC—484,307
Lanman & Kemp-Barclay & Co., Inc., New York, N. Y.
Ser. June 8, 1945 D. U. May 23, 1945
ROLZ—IV—A—503,183
Bernard Perfumer, Inc., St. Louis, Mo.
Ser. June 3, 1946 D. U. May 13, 1946
RONSARD BLUE HAZE (with des.)—VI—B—497,240
Julius Guckenheimer (Ronsard Perfumers), New York, N. Y.
Ser. Feb. 26, 1946 D. U. December 1945

SEASONED—VI—B—498,726
Walter S. Sosin (Walstan Co.), New York, N. Y.
Ser. Mar. 21, 1946 D. U. January 1946
Reg. 430,483 June 10, 1947
SE-GLO—IV—M—498,864
Seco Products Co., Toledo, Ohio
Ser. Mar. 23, 1946 D. U. January 1946
SEEIT (with des.)—IV—M—507,237
Helen E. Chisholm (Shore Line Lab.), Saybrook, Conn.
Ser. Aug. 12, 1946 D. U. May 13, 1946
SHAVE-RITE—IV—I—503,214
Joseph Block (Omaha Cosmetics Co.), Omaha, Nebr.
Ser. June 3, 1946 D. U. Oct. 20, 1944
SHEROL—VI—A—506,631
Duchess D'Andre, Chicago, Ill.
Ser. Aug. 1, 1946 D. U. Mar. 15, 1946
SILVER FLASK—VI—B—494,520
Parfum L'Orle Inc., New York, N. Y.
Ser. Jan. 9, 1946 D. U. Jan. 4, 1946
SOLVENE—VI—H—493,987
Thomas Wesley Swift (T. W. Swift Co.), Winston-Salem, N. C.
Ser. Dec. 28, 1945 D. U. Sept. 15, 1945
SPRAY-TAN—VI—S—494,206
Banks & Shorr, New Rochelle, N. Y.
Ser. Jan. 3, 1946 D. U. Dec. 11, 1945
Reg. 430,458 June 10, 1947
STRANGE VENTURE—VI—ABC—502,263
Bombi Perfumer, Inc. (Bombi), New York, N. Y.
Ser. May 17, 1946 D. U. Jan. 6, 1946
SUN BEAU—VI—S—495,154
R. Schiffman Co., Los Angeles, Calif.
Ser. Jan. 21, 1946 D. U. Nov. 23, 1945
SUPERNAL—VI—C—493,780
Arden King, Ltd., New York, N. Y.
Ser. Dec. 22, 1945 D. U. Oct. 20, 1945

TADLA—VI—BC—507,841
Perfums Verlayne S.A.R., Paris, France
Ser. Aug. 22, 1946 D. U. Mar. 2, 1945
TEEN KLEEN—VI—C—511,935
Cosmex Corp., New York, N. Y.
Ser. Nov. 2, 1946 D. U. May 31, 1945
Reg. 430,546 June 10, 1947
TEEN LADY—VI—CD—470,902
Dermetics, Inc., Seattle, Wash.
Ser. June 5, 1944 D. U. Dec. 29, 1943

THIOVANIC—VI—M—495,460
Evans Chemetics, Inc., New York, N. Y.
Ser. Jan. 26, 1946 D. U. Aug. 23, 1945
TRANS-WORLD—VI—C—505,500
Lehn & Fink Products Corp., Bloomfield, N. J.
Ser. July 12, 1946 D. U. June 14, 1946
TUF-SKIN—VI—M—498,839
Sidney Greenberg (The Tuf-Skin Co.), New York, N. Y.
Ser. Mar. 23, 1946 D. U. Mar. 1, 1946
Reg. 430,484 June 10, 1947
TWIN ACTION—IV—M—499,115
Arnold C. Busch (Busch Mfg. Co.), Ann Arbor, Mich.
Ser. Mar. 28, 1946 D. U. July 9, 1945

V-43—VI—K—505,782
V-43 Labs., St. Louis, Mo.
Ser. July 17, 1946 D. U. Aug. 10, 1943
VICE VERSA—IV—A—505,370
Victoria, Ltd., New York, N. Y.
Ser. July 10, 1946 D. U. May 25, 1946
VICE VERSA—VI—ABCEH—505,371
Victoria, Ltd., New York, N. Y.
Ser. July 10, 1946 D. U. May 25, 1946
VISCO GUM—VI—H—503,855
Jacques Wolf & Co., Clifton, N. J.
Ser. June 13, 1946 D. U. October 1933
VITOX—VI—T—492,470
Silby Chemical Co., Inc., Miami, Fla.
Ser. Nov. 30, 1945 D. U. Aug. 26, 1944
VIVID BLACK—VI—BC—507,198
Lentheric, Inc., New York, N. Y.
Ser. Aug. 10, 1946 D. U. July 8, 1946

WHITE MOIRE—IV—A—503,789
Avon Products, Inc., New York, N. Y.
Ser. June 13, 1946 D. U. Aug. 6, 1945
WONDERBRIT—IV—A—494,085
Kathleen H. Lee (H & L Mfg. Co.), San Francisco, Calif.
Ser. Dec. 29, 1945 D. U. April 2, 1945

ZIPPY SUDS—IV—A—501,047
Continental Chemical Co., Sacramento, Calif.
Ser. Apr. 27, 1946 D. U. Oct. 30, 1945

The Trade-Marks listed here are dated June 4, 1947 to July 22, 1947 inclusive.

ALUMILENE—IV—M—507,813
Fischer Industries, Inc., Cincinnati, Ohio
Ser. Aug. 22, 1946 D. U. Oct. 1, 1939
AMIGO—VI—T—505,672
Helen M. Thompson (Amigo Labs.), San Francisco, Calif.
Ser. July 15, 1946 D. U. Aug. 20, 1945
ARROGANT—VI—BC—508,417
Kay Daumit, Inc., assignor to Kathryn, Inc., Chicago, Ill.
Ser. Sept. 3, 1946 D. U. July 24, 1945

B-19—VI—T—484,617
Clifton R. Curtis (Beavers Labs.), Brookfield, N. Y.
Ser. June 16, 1945 D. U. June 14, 1945
BEGUILING FUCHSIA—VI—BC—508,422
Kay Daumit, Inc., assignor to Kathryn, Inc., Chicago, Ill.
Ser. Sept. 3, 1946 D. U. July 24, 1945
BIOPAL—IV—AH—505,696
General Dyestuff Corp., New York, N. Y.
Ser. July 16, 1946 D. U. May 1, 1946
BUNO—VI—AH—507,510
Buno Company, Inc., Philadelphia, Pa.
Ser. Aug. 16, 1946 D. U. May 1, 1930
BYE-BYE-BUG—VI—T—507,164
Vita-Var Corp., Newark, N. J.
Ser. Aug. 9, 1946 D. U. July 12, 1946

CHANCE-CHERIGAN (with des.)—VI—BC—483,447
Perfumes Habana, S. A., Habana, Cuba
Ser. May 16, 1945 D. U. 1937
CHEMISTE—VI—T—508,513
Continental Labs., Chicago, Ill.
Ser. Sept. 5, 1946 D. U. Nov. 6, 1945
CHIFFON—VI—BC—503,995
Primrose House, Inc., New York, N. Y.
Ser. June 15, 1946 D. U. 1921
CLARO—IV—IM—492,895
Claro Labs., South Bend, Ind.
Ser. Dec. 8, 1945 D. U. June 1, 1940
CONQUEST—IV—AM—506,947
Lewis-Hubbard Corp., Charleston, S. C.
Ser. Aug. 6, 1946 D. U. 1937
CONQUEST—VI—B—506,059
Dorothy Perkins Company, St. Louis, Mo.
Ser. July 22, 1946 D. U. June 1932
COQ DE PARIS—VI—BC—500,774
Maurice Roussel (Parfumerie Silka), Paris, France
Ser. Apr. 23, 1946 D. U. January 1946
CRADLE—VI—H—504,128
Harry D. Pasachoff, New York, N. Y.
Ser. June 18, 1946 D. U. June 4, 1946
CROWN PRINCE—VI—B—508,125
Prince Matchabelli, Inc., New York, N. Y.
Ser. Aug. 27, 1946 D. U. June 25, 1946
CROWN PRINCESS—VI—B—508,126
Prince Matchabelli, Inc., New York, N. Y.
Ser. Aug. 27, 1946 D. U. June 25, 1946

DATING—VI—BC—508,661
Le Cert Perfumes, Milwaukee, Wis.
Ser. Sept. 7, 1946 D. U. Jan. 12, 1946
DELDAY—VI—C—508,211
Mary B. Dziedzic (Delday Mfg. Co.), Niagara Falls, N. Y.
Ser. Aug. 29, 1946 D. U. June 18, 1946
DENTOCAIN—VI—K—505,835
Raymond Hurwitz (Dentocain Co.), Hartford, Conn.
Ser. July 18, 1946 D. U. May 1, 1937
DE-PESTER—VI—T—493,842
Southwestern DDT Corp., Dallas, Tex.
Ser. Dec. 22, 1945 D. U. Dec. 1, 1945
DERMA-SKOUR—IV—A—483,637
Trojan Products & Mfg. Co., assignor to The Diversey Corp., Chicago, Ill.
Ser. May 21, 1945 D. U. Feb. 1, 1945
Reg. 431,306 July 15, 1947
DERMO-KLENZ—IV—M—498,552
Fred R. Wallich (Wallich Labs.), Los Angeles, Calif.
Ser. Mar. 19, 1946 D. U. July 1944
Reg. 431,328 July 15, 1947
DERMZ—VI—T—510,884
Diamond Chemical Company, Corsicana, Tex.
Ser. Oct. 15, 1946 D. U. Mar. 20, 1946
DEZOL—VI—T—508,751
Southern Specialties Corp., Charlotte, N. C.
Ser. Sept. 9, 1946 D. U. Aug. 3, 1946
DIMELONE—VI—T—508,516
Dodge & Olcott, Inc., New York, N. Y.
Ser. Sept. 5, 1946 D. U. May 14, 1946
DISCREET—VI—D—506,577
Bristol-Myers Company, New York, N. Y.
Ser. July 31, 1946 D. U. December 1940
DISTINGUISHED SERVICE—VI—I—509,565
Colgate Palmolive-Peet Company, Jersey City, N. J.
Ser. Sept. 23, 1946 D. U. Sept. 4, 1946
DREAM HOUSE (with des.)—VI—M—508,612
Permacide Chemical Corp., Wilmington, Del.
Ser. Sept. 6, 1946 D. U. July 26, 1946

EGGOYL—VI—AH—488,973
Rit Products Corp., Chicago, Ill.
Ser. Sept. 25, 1945 D. U. June 30, 1928
ERILON—VI—BC—506,536
Pierre Lenoir (Erilon S. A. R. L.), Paris, France
Ser. July 30, 1946 D. U. Jan. 30, 1946
ESKA—VI—G—494,243
Turner Hall Corp., New York, N. Y.
Ser. Jan. 3, 1946 D. U. Apr. 5, 1943
ESOBAN—VI—M—497,825
Southon Laboratories Limited, London, England
Ser. Mar. 7, 1946 D. U. 1942
ETREINTE—IV—ABCFHS—500,671
Les Laboratories De La Jeunesse S. A. R. L., Paris, France
Ser. Apr. 22, 1946 D. U. January 1945
EVERGREEN PINE OIL (with des.)—VI—DT—501,678
John W. Murphy (Murphy Labs., Inc.), Upper Darby, Pa.
Ser. May 8, 1946 D. U. April 1944
Reg. 431,130 July 8, 1947
EX-IT—IV—A—504,928
Phillips Process Co., Inc., Rochester, N. Y.
Ser. July 1, 1946 D. U. Feb. 1, 1946
E-Z-SUDS—IV—A—503,011
Rudolph Scheibner (Magic Soap & Chemical Co.), Oakland, California
Ser May 29, 1946 D. U. Dec. 8, 1936
Reg 431,343 July 15, 1947

(To be continued)

Now available
for the drug and cosmetic industries

COMPOUND G-4

$C_{13}H_{10}Cl_2O_2$ **BACTERICIDE AND FUNGICIDE** MOLECULAR WEIGHT 269

Nomenclature: bis (5-chloro-2-hydroxyphenyl) methane; Dihydroxydichlorodiphenylmethane.

Melting point: 172 to 175° C.

Color: White to slightly pink.

Odor: Faintly phenolic.

Bactericidal properties:

F. D. A. phenol coefficient 90 at 37.5° C. against Staphylococcus aureus.

F. D. A. phenol coefficient 110 at 20.0° C. against Eberthella typhosa.

A. O. A. C. phenol coefficient 50 at 20.0° C. against Trichophyton interdigitale.

Solubility: Soluble in alcohols, ketones, propylene glycol, vegetable oils, fixed alkalies. Insoluble in water.

Toxicity: Non-toxic and non-irritating.

Suggested uses: Compound G-4 can be used as the active ingredient in athlete's foot preparations, including powders, lotions and ointments, and in veterinary remedies for the treatment of ringworm infections; it can be utilized as a topical antiseptic for superficial wounds and in such cosmetic products as deodorant colognes and powders; and as a fungicide, it will prevent mold growth and act as a preservative in hair wave sets, lotions, cold creams, ointments and many other cosmetics.

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The FTC States Policy

(Continued from page 319)

tion procedure as a protection against the more rigorous procedure provided by the anti-trust laws.

"Trade practice conference rules may include rules against restraints of trade and against violations of the Clayton Act. Insofar as such rules may be informative to and followed by members of the affected industries, they have a substantial value. They should not be accepted, however, as a basis for the settlement of cases in which the Commission has reason to believe that such violations have occurred.

"With these considerations in mind, the Commission has adopted the following statement of policy:

Settlement of Cases by Trade Practice Conference and Stipulation Agreements.

"Upon the promulgation of trade practice conference rules for an industry, an examination will be made of all charges of law violations by members of that industry then pending before the Commission which have not reached the formal stage through the issuance of complaint. In those instances in which the pending charges are adequately covered by the trade practice conference rules, and which are not excluded by the exceptions hereinafter stated, the Commission will consider the advisability of closing the matters without prejudice to reopening whenever that action appears to be warranted. In such instances consideration will be given to whether or not a proposed respondent has subscribed to the trade practice conference rules for his industry, to whether or not there is adequate reason to believe that he is in fact complying with such rules and will continue to do so, and to whether or not the public interest or the applicable statute requires any further proceedings.

"Upon the promulgation of trade practice conference rules for an industry, formal complaints which have not then been adjudicated and in which the charges are adequately covered by such rules, and which are not excluded by the exceptions hereinafter stated, may be brought directly before the Commission on motion to suspend without prejudice to the Commission's right to resume the proceeding. In considering such motions the Commission will be guided by factors similar to those outlined above with respect to informal matters.

"Whenever the Commission shall have reason to believe that any person has been or is using unfair methods of competition or unfair or deceptive acts or practices in commerce, and that the interest of the public will be served by so doing, it may, in instances which are not excluded by the exceptions hereinafter stated, withhold service of complaint and extend to the person opportunity to execute a stipulation satisfactory to the Commission, in which the person, after admitting the material facts, promises and agrees to cease and desist from and not to resume such unfair methods of competition or unfair or deceptive acts or practices. All such stipulations shall be matters of

public record, and shall be admissible as evidence of prior use of the unfair methods of competition or unfair or deceptive acts or practices involved in any subsequent proceeding against such person before the Commission.

"It is the policy of the Commission to utilize the trade practice conference and stipulation procedures to encourage widespread observance of the law by enlisting the cooperation of members of industries and informing them more fully of the requirements of the law, so that wherever consistently possible the Commission may avoid the need for adversary proceedings a against persons who, through misunderstanding or carelessness, may violate the law unintentionally. But it is not the policy of the Commission to grant the privilege of settling cases through trade practice conference or stipulation agreements to persons who have violated the law where such violations involved intent to defraud or mislead; false advertisement of foods, drugs, devices or cosmetics which are inherently dangerous or where injury is probable; suppression or restraint of competition through conspiracy or monopolistic practices; or violations of the Clayton Act; nor will the privilege be granted where the Commission is of the opinion that such procedure will not be effective in preventing continued use of the unlawful methods, acts or practices. The Commission reserves the right in all cases to withhold the privilege of settlement by trade practice conference or stipulation agreements. When in connection with an industry-wide investigation informal matters of whatever nature are docketed against individual members of that industry, from which the promulgation of trade practice conference rules ensues covering the questioned practices, and which are subscribed to and accepted by the affected members of the industry, the Commission will give careful consideration to whether or not the public interest requires further investigation of such informal matters.

"The Commission's former statement of policy with respect to settlement of cases by stipulation follows:

"Whenever the Commission shall have reason to believe that any person has been or is using unfair methods of competition or unfair or deceptive acts or practices in commerce, and that the interest of the public will be served by so doing, it may withhold service of complaint and extend to the person opportunity to execute a stipulation satisfactory to the Commission, in which the person, after admitting the material facts, promises and agrees to cease and desist from and not to resume such unfair methods of competition or unfair or deceptive acts or practices. All such stipulations shall be matters of public record, and shall be admissible as evidence of prior use of the unfair methods of competition or unfair or deceptive acts or practices involved in any subsequent proceeding against such person before the Commission. It is not the policy of the Commission thus dispose of matters involving intent to defraud or mislead; false advertisement of food, drugs, devices, or cosmetics which are inherently dangerous or where injury is probable; suppression or restraint of competi-

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Not to be cynical, it's just a little tough for an ex-G.I. to picture no rivalry in the military. We've never yet met a soldier who didn't feel superior to a sailor or a marine who didn't look down his broken nose at both of them.

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It's ironic, of course, that the nations of the world are unifying their own armed forces instead of everybody's. That's something like installing a nice big horn in your automobile instead of good brakes.

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Salvaging Red Blood Cells

(*Continued from page 321*)

hemoglobin in hypochromic anemia.

Because of these beneficial effects, red cell transfusions have found many clinical indications. These include: (a) hemolytic anemias associated with infections, poisons, familial icteric anemia and erythroblastosis, (b) aplastic anemias, (c) premature babies, (d) hemophilia, (e) purpura, (f) hemorrhagic disease of the newborn, (g) malnutrition, (h) post-operative or post-partum bleeding, and, (i) hemorrhage of the newborn.[13] Since they reduce the possibility of cardiac failure and pulmonary edema, concentrated red cell transfusions are of definite value for reducing the severe anemia of patients with reduced cardiac reserve.[13] In such patients it is urgently desirable to raise the hemoglobin level and red cell count and to reduce the blood volume and body salt. This is achieved by suspending the erythrocytes in a smaller amount of fluid than that necessary to restore the original volume. The resulting suspension contains less sodium chloride and more hemoglobin than a whole blood transfusion.[14]

There are, of course, certain limitations to the use of red cell transfusions. They should not be used in cases of acute blood loss until the blood volume has returned to normal and the only deficit is in hemoglobin. Their use is contraindicated in shock, burns and when the plasma proteins are below normal.[12, 15]

An important consideration in the use of red cells for transfusion is the proper diluting fluid. Solutions containing various combinations of electrolytes, with or without glucose, have been extensively studied with regard to both the prevention of deterioration (hemolysis) of the cells during storage and the duration of the cell life following injection into the body. Where the interval between blood donation and red cell transfusion is not more than five days, physiological saline solution has found frequent use as the diluting or resuspending medium.[4, 9, 16]

However it was necessary to develop special preserving solutions for blood and cells that were to be stored for longer periods. Various solutions were proposed[17, 18] and some of these special mixtures proved far superior to saline with regard to preservative action on the red cells.[16] For example, the phosphate-buffered dextrose-citrate solution of Muether and Andrews,[19] is recommended and used by a number of workers.[6, 20] According to one of its originators,[21] the use of this solution

enables blood to be preserved and utilized for as long as thirty days. This solution also makes possible the simple and rapid preparation of either concentrated or dilute red cell suspensions.

More recently, Thalhimer and Taylor[22] found that a 10 per cent solution of corn syrup in distilled water is an excellent medium for resuspending centrifuged red blood cells. Cells stored in this solution remain in good physical condition longer than in isotonic solution of sodium chloride and other solutions investigated. These resuspended cells have been used for transfusion after storage at 5°C. for as long as twenty-one days, but for routine use an expiration interval of fourteen days was established.

These authorities pointed out that all transfused cells, regardless of the preparation used for suspension, have a double value. First, while the cells remain intact, they supply oxygen-carrying capacity to the blood. Second, when they break down, they supply the blood-building system with degradation products which can be rapidly utilized in the formation of new hemoglobin. Using red cells "tagged" with radioactive iron, Ross and Chapin[23] have found that the iron of destroyed transfused erythrocytes is rapidly and preferentially reutilized for the synthesis of hemoglobin.

Red cell transfusions are generally given intravenously, but under certain special circumstances may be given into the bone marrow of the tebia.[13] As with whole blood, the transfusion of red cells carries with it the dangers of serious reactions from incompatibility. In the days when a plentiful supply of cells was available, the universal, type O cells were employed to prevent errors and to eliminate as far as possible any incompatibility reactions.[16] In current practice, however, the cells of the recipient's own group is used, otherwise group O is employed.[12,24] Careful typing and cross-matching before cell administration is therefore an essential procedure.

The rate of flow of the transfusion will depend to some extent on the viscosity of the cell suspension. In most cases a satisfactory flow is obtained by gravity and the speed of flow can be altered by elevating the container or by increasing the size of the needle. If thought desirable, speed can be increased by the cautious use of positive pressure. In giving cells a satisfactory filter should always be used. Muether[21] feels that the cells should perhaps be given slowly to prevent cardiac embarrassment, particularly in cases of chronic anemia, or a relative myocardial insufficiency. When properly administered, the number of reactions from red cell suspensions is less than that of whole blood.[16] It has also been observed that those reactions that do occur are usually milder.[12]

Red cell transfusions have proved to be particularly valuable in the treatment of anemias of all sorts.[25,26] Their efficacy for this purpose has been established in literally thousands of cases.[9,12,16,24,27,28] As remarked by Evans,[20] concentrated erythrocyte suspensions have the advantage over whole blood in that a larger amount of red cells can be given in the same total quan-

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tity, thus reducing the time and effort necessary to achieve the desired result. In this connection it should be noted that, according to one estimate,[30] 50 per cent of patients requiring blood transfusion probably need only red blood cells. Thus if red cells are used where indicated instead of whole blood, more plasma will be available for treating shock or for fractionation into valuable derivatives.

Because they permit the administration of large numbers of cells in a small volume, concentrated cell transfusions have proved extremely in the treatment of various anemias of the newborn and younger children. Such transfusions are similarly useful in adults with pernicious anemia, hemolytic anemia, hemorrhage, nephritis and nephrosis and for individuals who cannot tolerate a sudden increase in blood volume.[21] Red cell infusions are also of frequent value in acute hemorrhage following surgery or delivery. Hemorrhages due to other causes have likewise benefited from red cell transfusions.[20,21]

Red cell suspensions have not been much used when pronounced hypoproternemia is present. However, following acute blood loss of all kinds, as in the later stages of burns and in numerous cases of debilitating illness, like malignant, conditions tuberculosis, blood dysrasies and severe chronic infections, red cell transfusions have proved of value.[16]

On interest is this connection is the work of Shafiroff and his associates.[31] They found that a mixture of red blood cells, animo acids and isotonic dextrose solution could be used effectively in the supportive therapy of patients ordinarily given whole blood transfusions. The patients were usually in the anemic hypoproteinemic state, both of which conditions are often coexistant. The infusion of these mixtures and the proportions of the components varied with the patient's condition. In all cases improvement was obtained in the anemic hypoproteinemic condition and the red cell-amino acid mixture proved to be of general value as a substitute for whole blood transfusions.

Although it is frequently stated that red cell transfusions are not indicated in cases of shock, this is experimental evidence[32] that erythrocytes may be useful under certain conditions. In this work, washed red cells, suspended in isotonic saline solution proved more effective than either isotonic saline alone or heparinized plasma in overcoming shock produced by a single severe hemorrhage.

Occasionally red cell transfusions have given beneficial results in patients with leukemia[12,16] Another important indication for red cell concentrates may lie in the treatment of erythroblastosis fetalis, the often fatal blood disorder of infants that is associated with the Rh factor. Danis and his associates[13,33] have obtained very good results in this condition with transfusions of Rh-positive red cell concentrates. The use of red cell concentrations reduces the frequency and the volume of transfusions necessary. Other workers[34] have used red cell suspensions as adjuncts to the new exchange transfusion treatment for erythroblastosis fetalis.

During the height of the war-time blood donor program it was thought that reinfusion of the donors own red cells, after removal of the plasma, would hasten regeneration of the blood and permit more frequent blood donations.[35] Although the opinion had been expressed that such reinfusion was hardly worth while,[36] Co Tui and his associates[37] did show that such a procedure was feasible and quite practical. Their data may prove of importance as the current blood donation program gets into full swing.

The idea of using human red cell concentrates as surgical dressings was presented early in 1943 in a report by Moorhead and Unger.[38] Since then, red cell preparations have found a number of therapeutic applications. They are applied for their beneficial action to aid tissue regeneration in superficial wounds, deep wound and lesions like varicose, decubital and ischemic ulcers. They have been effective also in the therapy of open lesions of traumatic origin, as well as potentially infected wounds, such as second and third degree burns, deep abrasions and irregular lacerations. In surgery, red cell preparations are employed on non-healing postoperative wounds, amputations, chest wounds, and certain conditions such as those following excision of pilodinal cysts and anal fistulas.

The factors responsible for the effective action of red cell dressings have not been determined, but a number of theories have been advanced. The first users[38] of red cells suggested that the dressing acts merely as an occlusive, preventing oozing and reinfection. The high protein content of the cells may be a factor or they may contain some specific element in concentrated form that it is of value. It is possible that the products of destroyed and disintegrated cells may stimulate cell reproduction and the healing process.

In attempting to explain the action of locally applied red cells, Murray and Schaar[39] have said, "The most plausible theory is that required nutritional elements or proteins are supplied to tissue which may be deficient in these substances because of inadequate circulation. The red blood cells appear to be absorbed to a certain degree by the tissues until the granulations reach the surface and a crust forms. This crust of red blood cells apparently serves the function of protection, a source of nourishment and as a scaffolding for the support of connective tissue. The new epithelium extends over the surface under the crust, and when the latter drops off the surface is completely covered. The red blood cells appear to stimulate the growth of granulation tissue and then act as a medium for the growth of epithelial cells over the granulating surface. This is important, since the most frequent problem in connection with an extensive granulating wound is to get the epithelium to grow over the surface.

Gaspe[40] has made a study of the red cell constituents that are of value in wound healing. He notes that red cells contain glutathrone, hemoglobin, creative and allantoin and that all of these constituents have previously been applied to wound healing.

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ulcers they may be prepared in one of three ways: as a sludge which is painted on the wound, as a dry powder which is dusted on the area, or incorporated into a suitable ointment or paste base.

Moorhead and Unger[38] employed the semiliquid red cell sludge remaining after the removal of the plasma layer. They found that the red cell concentrate dressing had several definite advantages. Its application is painless and it forms an "impervious veneer" which prevents both fluid loss and re-infection. Purulent exudate subsides promptly and granulations are smooth and healthy.

However, the difficulty in keeping the semiliquid material in contact with the wound led Seldon and Young[41] to drying the cells and reducing the mass to a fine powder. Since then other workers[21,20,42] have found that the dried, powdered red cells are very useful for aiding healing when applied to various types of superficial and deep wounds and to ulcers. Although dried blood cells do not always produce healing, they have proved highly satisfactory in a large number of cases.[43,44]

At present, dried, powdered red cells are available commercially from several sources.[45] At least one large pharmaceutical manufacturer has marketed a dried human cell powder ("Lyocyte") for use by surgeons and physicians. The method of dessicating the cells is essentially the same as that used in the preparation of dried blood plasma.[45] Lyophilization or some modification of this process is generally employed.[21] After removal of the plasma, the pooled cells are frozen rapidly at very low temperatures and dehydrated from the frozen state under high vacuum. Tests for sterility are made at suitable intervals. The resulting product is then ground to a fine powder under sterile conditions.

The product thus obtained is in a suitable form for dusting on the lesions. It is unabsorbed by the dressing and clings to the wound site, absorbing and tending to decrease purulent discharge or tissue exudate. The powder is stable and remains fresh and active for a long time.

Others have approached the problem of better adhesion and more effective results by incorporating the red cells in various ointment or other bases. In the procedure developed by Murray and Shaar,[39] 75 cc. of 1:1,000 hexylresorcinol solution is placed in a sterile beaker and 2.5 Gm. of powdered tragacanth is dusted on the surface. A sterile cover is applied and the mixture allowed to stand until a gelatinous mass is formed. This is sterilized on a water bath by heating for 20 minutes at 100° C. On cooling, it is removed from the beaker with a sterile spatula and 25 Gm. of the gel is introduced into a 300 cc. bottle containing 250 cc. of sterile, type O red cell concentrate. After thorough mixing by agitation, the paste is stored at from 2 to 5°C. while not being used. Clinical tests showed that this red cell paste provided an effective therapeutic agent in the treatment of open wounds. Most ulcers which had failed to respond to other therapy were healed or greatly improved with this paste.

Kanski[17] has modified this paste by employing a 5 per cent solution of sterile sodium carboxymethylcellulose solution in distilled water instead of the tragacanth gel. In his method 25 cc. of the carboxymethylcellulose solution is added to 250 cc. of blood cells of the prospective patient's blood type. In the latter part of his work, 200,000 units of penicillin were added to each 250 cc. unit of red cells. After tests and comparisons with other preparations, Kanski reported that best results were obtained in chronic ulcers with this modified blood cell paste.

Very satisfactory results were obtained by Muether[21] by the application of dried, powdered red cells as 25 per cent ointment using a special base consisting of:

Cetyl alcohol	**15.0 Gm.**
White wax	**1.0 "**
Propylene glycol	**10.0 "**
Sodium lauryl sulfate	**2.0 "**
Water	**72.0 "**

When applied to indolent ulcers and other chronic or non-healing wounds, this red cell ointment had "a very satisfactory effect." In the series of cases studied, no pain or discomfort was noted as is sometimes the case when powdered cells are used. Although no antiseptic is included, Muether feels that it may be wise under certain circumstances to include such an agent, especially if the material is to be kept for long periods of time.

Quite recently, Strickler[18] has used red blood cells in a special fungicidal preparation for treating ringworm of the scalp. It is quite possible that red cells may find similar use in other dermatological preparations.

Of course various attempts have been made to obtain therapeutically useful products from the red cells remaining after plasma removal. The cells are obviously a good source of hemoglobin and solutions of hemoglobin have been advocated as a substitute for blood.[49] Indeed, in experimental work, Amberson and his associates[50] have been able to maintain life in cats with such solutions.

Another approach in this phase of red cell utilization was given by Strumia and his coworkers.[51] In their report evidence was provided that a globin can be prepared from human erythrocytes which is safe and which has a wide field of application as a plasma substitute. This modified globin has been satisfactorily used as a plasma substitute to restore lost blood volume in patients suffering from secondary shock.

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Can Cavalcade

(Continued from page 315)

like to curl their hair, an astonishing number are bent upon uncurling theirs. Hair straighteners bring a perpetual flood of small orders to can manufacturers. This business is naturally strong in the Southern areas, but just as strong in Latin America. Fabulous tons of seamless cans go to American packers in the tropics. One company has sent a single shipment to Venezuela that would accomodate every citizen with ten boxes.

The seamless can is ideal for this and other export jobs. Unbreakable, light, low-cost, and space giving, it guarantees shipping economies. This advantage has also adapted it as a container for samples, whether mailed to doctors, or given away to introduce new products. For this purpose, ointment cans come in 1/16 oz. sizes, broad as a five cent piece, as thick as two.

An ideal sampler for ointments or pills, the seamless box has proven a sturdy mailing piece for cures of any shape or texture that need protection. The Wyeth Company's torpedo-shaped "Hemmorhoidal Suppositories" are a case in point. Mailed once a month to America's 150,000 physicians, they ship out in a flat, oblong, round-edged, metal box, capped with a slip cover. This oblong sampler is a near cousin to the aspirin tin which, after all, is a seamless box, another phase of the can industry's legacy from Morningstar, Norton, and Miller.

Since the eighteen eighties, oblong and oval boxes have been stamped, like the round ones, on vertical presses. At the beginning, the shape of the box had little to do with the product inside. Choosing a round, oval or oblong can was simply a manufacturer's whim. But after all,you drink an Old Fashioned from one glass, a Martini from another. The passing of a generation found the rounds, ovals, and the oblongs divided in their assignments. The round style had become an ointment can or powder box. The oblong style—while it blazoned camphor ice, mascara, and dental soap labels—became the celebrated pill box. This distinction sharpened when the oblong style took aspirin under its roof.

The aspirin housing venture established the oblong pill box as a conventional container for cures in small-dose sized units, and it brought architectural changes to the can itself. Can-makers cudgelled their wits to make the handy pill box handier. They sketched, tore to pieces, and resketched blueprints of a new top that 1) opened easily and instantly, 2) that you could thumb open with one hand, 3) that removed the danger of flipping the whole canload of tablets over the rug when you jerked the can open. They have since succeeded on all three counts, and in several ways. Tablet cans have become the next thing to "open sesame."

Raymond Foster hinged the cover of the first tablet box he chose for Bayer. A dimple on the cover snapped over a dimple on the body of the can for a secure closure. Then Charles Morrison, a gadgeteering can salesman, carried this dimple idea a step further. He patented a tablet box with sets of dimples on either side of the can that locked the cover to the body and acted as a hinge. When you pressed down the back of the cover, the can snapped open, pivoting on the dimples. Today the Continental Can Company makes the hingeless "Morrison tin" exclusively for Bayer.

Millions of hands open tablet cans every day, but snap-opening models have cut the required number of hands in two. One hand does the trick, and this convenience value has converted most of the hinged models to snap-openers. The American Can Company is working double shifts on a model that snaps open under pressure from any one of the four corners. The Liberty Can & Sign Company and J. L. Clark specialize in models that snap open on a horizontal glide. This style guards against jittery fingers, slides open only far enough to allow one row of tablets to spill out at a time. It comes in conventional 12 tablet sizes, but also in 36 tablet jumbos that occupy less space than a pocket notebook.

Convenience has lured many lodgers, other than aspirin into cans. Tablets and pills of every description have beome tenants. Vitamin capsules may move into cans. Sharp & Dohme has streamlined their can-designs for Acetidine, Sucrets, and professional samples of Ribothiron. Their wax ampuls of Silver Nitrate come in a snap-opener, enclosed with printed instructions and a pin for pricking the ampuls open—an answer to medicine's warning that 10 to 15 percent of all cases of blindness stem from failure to take care of an infant's eyes at birth. While cans carry cures that help increase the population, they also carry a medium for shrinking the census. Prophylactics, as much as anything, need a protective inconspicuously-stowed container.

Tablets cans rub shoulders in purses with diamond-studded cosmetics kits, in pants pockets with two dollar bills. They click open at Broadway premieres, race tracks, and art exhibitions. They rest in desk drawers among contracts for mammouth business mergers. But in the meanwhile, another metal can serves glamorously on bathroom shelves, as it has for generations. This seasoned trooper flaunts no tricky-snap-opener, no sifter top, no dispensing gadget what-

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soever. After all, some medicines have to be served with a spoon.

Yet the square upright pharmaceutical can is no plain jane. It recalls a colorful tradition that dates to the years when patent drugs were hawked on street corners, when prescriptions were pulverized with a pestle. Its walls have protected sulphate of quinine, boracic acid, bicarbonate of soda, sodium perborate, emprin, and seidlitz powder, to name a few. At the start, it was a slab-sided hand-made job. Its cover was often too tight or too loose. Its seams were wrinkled. Its paper label showed that if the patent medicine man talked good sales persuasion, nobody knew how to print it yet.

But the American scene was changing. McKinley toured the country on his campaign against Bryan, stumping for a tinplate tariff "to help infant industry." That meant new hope for the young can industry. George D. Ellis, the Philadelphia tanners' tool maker, figured that the iron age would shrink the leather business, installed the last word in can machinery at his plant just down the street from the Betsy Ross house. The Somer brothers in Brooklyn, makers of those astonishing lithographed metal boxes, joined forces with the American Can Company.

Time passed, and business grew until the walls of the plant were fairly bulging. So American Can bought McDougal's farm, a few blocks over, and soon machines were roaring where cows had grazed. This was change, and the square pharmaceutical can changed with it.

A change of one degree in temperature turns water into ice. Only slight degrees of change altered the pharmaceutical can. Yet it somehow acquired a finished beauty that pulled it out of the Model T class. Its square edges were rounded. The cover became snug but easy to open. The seams were so smooth you had to search for them. The label no longer looked like a show-bill pasted on the side of a barn. Printed directly on the metal, it became part of the can design itself.

The pharmaceutical can became more then a thing of blunt utility, and yet the utility of the can was advancing too. Can-makers added a variety of new covers. They clamped a hinge to the old slip cover. They seamed a shoulder with a round opening around the top of the can, and shut the opening with a "friction plug" cover that fitted inside like the lid of a paint can. For the United Drug Company they designed a cover that slid open horizontally when you pushed a ridge in the surface with your thumb. Sliding covers are a popular style today.

The square pharmaceutical can boasts a long line of of solid virtues. Its cost is sub-woolworth, but lithography can glorify it with luxuriant color. It is easy to grip, hard to capsize, and unbreakable if you do. Its cover can be as tight or loose as you want it. People recognize these values. In 1946, 1,817 families were quizzed by mail, 1,975 personally, to find the public's favorite container for bicarbonate of soda. This pharmaceutical can polled 63 percent of the votes.

But the credit for this public testimonial doesn't go

entirely to the square can. Many consumers buy bicarbonate of soda in round cans which have persuasive sales points of their own. Round cans, hermetically sealed, have carried processed foods since the dawn of the nineteenth century. But when apothecaries began to buy tin cylinders fifty years later, they selected loose slip covered models that they could open and close easily. Yet some hydroscopic drugs called for covers that not only opened and closed handily, but fitted as snug as a wedding ring, on a golden wedding day. Can makers solved the need with an axiom as elementary as Mother Goose: a screw fitted tighter than a nail. The 1867 edition of the McKesson Robbins Catalogue shows a sketch of one of their early results—a screw-topped round can for French pomade.

The celebrated cold cream can followed as a direct descendant of the McKesson Robbins model. While many cold creams were also sealed under slip covers, the screw cap maintained an enthusiastic clientele among beauty worshippers both alive and dead. Creams for beautifying corpses came in screw top cans, which were equally popular at the prescription counter where druggists sealed essential oils, opium, and pharmaceuticals in round screw top containers, or square models with a round screw top dome. One can-maker who was amiably disposed towards the screw top was Ike England who ran the Passaic (New Jersey) Metal Ware Company.

For his fame in the vermicide business, Ike England was said to be "rough on rats." But his reputation in the can business was far more enviable. Colgate had advertised, "We couldn't improve the powder, so we improved the box." England was the man behind the box. A young coffee company had boosted its sales—without benefit of advertising—from zero to 500,000 cans in one year. The cans were England's. To be more exact, the cans were Englands' "Passaic Lock Top" model. This sales-boosting package was a variation of the screw-capped can. The Passaic style featured an interrupted thread. When you screwed this thread to its maximum tightness, a dimple on the cover locked into a dimple in the can body underneath.

The Passaic Lock Top sent many coffee salesgraphs on a dizzy Climb. As far as drugs were concerned, it promised a double advantage. It 1) protected hydroscopic drugs against atmospheric encroachment, and 2) opened and closed with an easy twist of the wrist. Another way to gain this advantage was invented in 1934 by N. P. Courtney, another genius from Passaic. His brainchild is the Lev-A-Lift, a tiny lever, stamped out of strip metal, clamped to the rim of a friction top can cover. Flipping this lever with your thumb, you can open the snuggest cover in a fraction of a second, then close it to friction tightness. Familiar on tabacco shelves, the Lev-A-Lift can houses Bauer & Black's plaster of Paris, and appears a likely home for some pharmaceuticals.

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From the Passaic Lock Top and the Lev-A-Lift, the next step in atmospheric protection is nothing short of the absolute—an hermetic seal. Druggists know the time-honored ether can with its solder-sealed cap, and the hermetically-sealed food can borrowed for some specialized drug products. Here was absolute protection, but in the nineteen thirties the Novocol people asked for something beyond the absolute, a container with every molecule of air pumped out of it.

They had perfected their "Anestube Syringe," a quick convenience for hypodermic injections. A doctor merely had to fit a cartridge of anesthetic into the syringe, between the plunger and the hypodermic needle, and make the injection. No time was wasted preparing a solution. No contamination was possible. The cartridge-syringe injection method enjoyed wide acceptance in the past and awaited a more promising future, and only one danger threatened it. During shipment and storage,air might creep into the cartridge, and oxydize the solution inside—Monocaine-Epinephron and Procaine-Epinephron.

Meanwhile, can-makers had perfected something new of their own. People were buying vacuumized coffee in cans. It was roaster-fresh, and would stay that way for a hundred years, if you didn't strip off the cover. The new vacuum can protected against dampness, dryness, and germs. But beyond all these it protected against oxygen itself. The Novocol people found their answer here, and defeated oxygen with a vacuum can. Their cartridges were packed in a metal cylinder that you opened, like a coffee can, by unravelling a tear strip with a key. A few years measured one of industry's notable packaging successes. By 1945, doctors had completed more than 100,000,000 injections with Monocaine alone.

The Novocol can globe-trotted to many latitudes in World War II, and might claim the ancesstry of the overgrown tennis ball can for plasma (see the first article of this series) which won Sharp & Dohme an All-America Package award. These tear strip cans had a third relative in the military service. This kindred container was older than both, but the only consumers who knew it were veterans of an earlier war and three GIs who happened to be digging one windy morning on the Normandy beachhead.

One of them, a private, struck something hard with his spade. The impact made a dull clank, and the private thought he had struck a rock. He scooped his shovel under this boulder to toss it aside. It dislodged easier than he expected, and as he lifted it on his spade, he saw a regular oblong sand-crusted shape. He called his Sergeant over to look at it.

"It's a Carlysle Kit," the Sergeant told him.

The Carlysle Kit, a canned emergency bandage, was familiar enough to any soldier who saw action. To insure sanitation, the army packed the bandage in a sealed metal box. Protruding from the side was a ring that you pulled to unstrip the seal, as you unlocked a vaccum can. But when the Sergeant called this lump in the sand a Carlysle Kit, the private shook his head.

"Who would've buried it so confounded deep?"

he objected. He had found it four feet below the surface of the beach. The GIs that attacked before them had no time for burials of this sort.

The private brushed the crust of wet sand off the box, and scratched his head. This was perplexing. The box was a Carlysle Kit all right, but not the sort he had ever seen. The label was different somehow. To satisfy his curiosity he took the box to Medical Headquarters where this Carlysle Kit, its deep burial, and its strange label, were all explained. This was a Carlysle Kit from the last war.

But a generation of dampness and erosive sand had failed to penetrate the box's stubborn protection. The bandage inside could still have been used by those three soldiers on the beach.

The need for sanitary protection had called bandages into cans long before the first Carlysle Kit. The evolution of the modern bandage can began with containers for mustard and kidney plasters that were common to medicine cabinets of the Victorian era. Manufacturers packed their plasters in a box that resembled the flat fifty cigarette can, or inserted a roll of plaster into a tubular container. The tin tube won a new assignment when adhesive tape was launched on the market. But here a new packaging problem arose. Obviously, the tape should unroll, like butcher's paper, from a spool. At first adhesives were wound around a cardboard core which unspooled faultlessly until the last roll of tape was left around it. At this point, the sticky tape pulled a layer of cardboard off the core, and stuck no more.

J. L. Clark, the Rockford, Illinois, can-maker, was quick to see a new business opportunity. He patented a hollow metal spool for adhesive, and now the tape was good to the last fraction of an inch. Several years later, Clark and other can-makers fitted hollow-disc sides to either end of the spool, giving it the appearance of a miniature ship's windlass. Then in the early thirties, the Continental Can Company's Charles Aulbach engineered a cover to complete the package. Here was a can with no top, no bottom.

It was simply a hollow shell, an enlargement of Clark's old metal core. The sides of the spool slipped snugly into this shell, snapped secure, and became the top and bottom of a doughnut-like can. This spool-shell package has become the standard for adhesive tapes. Spools are made today in a fascinating mini-assembly line. The cylindrical cores are shaped on a "bodymaker," the same machine that shapes the sides of any round can. The sides of the spool are stamped on vertical presses. From their respective machines, the cores and sides spin through spiralling roller coasters and fall in columns into an assembly machine that joins them. Here the cores fall in place, with a side at either end, between a pair of mechanized jaws that bite them together, chewing faster than any jaws known to man or beast.

Just as shell-spool can production was perfected, can-makers were hatching another new package. The small

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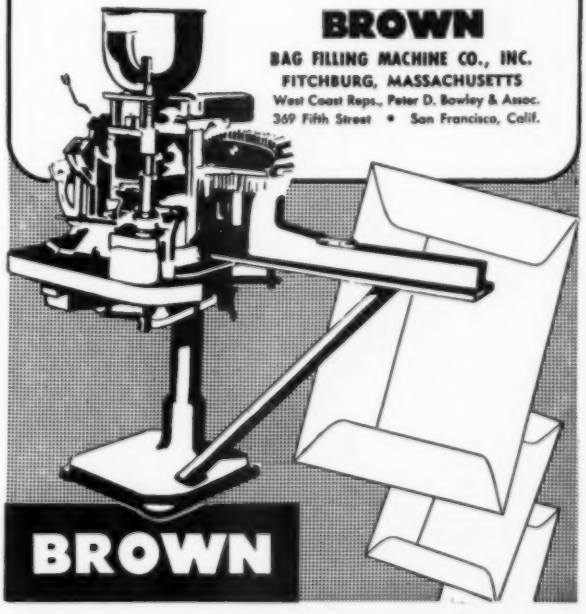

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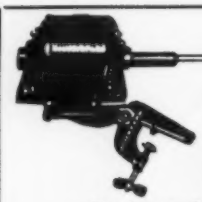

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adhesive bandage had always retailed in a flat metal box. Now, they figured on moving them into an upright hinge-covered container, a cross between the square pharmaceutical can and the pocket tabocco can. This new upright can was compact. Cellophane-wrapped bandages could be handily plucked from it. Convenient and water resistant, it demanded less space in your medicine cabinet, spoke its trade name more eloquently on the drug counter and on the shelf behind it.

Consumers accepted, finally expected, the upright bandage can. This acceptance-expectancy pattern had also marked the corner drug store debut of the tooth powder can, the talcum can, the ointment box, the aspirin tin, and all the others. At first, the consumer tested them cautiously as a dubious novelty. People like novelties. Yet they are basically hesitant, reluctant to change their way of life and acclimate themselves to new habits. Every new product and package must hurdle this barrier of human reluctance before its sale is substantial. Ultimately, the popular drug and cosmetics cans won acceptance after their days as a novelty were over, when consumers learned their convenience and protection from personal experience.

If the cans were novel at first, their final success crystalized because they were painstakingly tailored to suit the product inside. Sheet metal is a versatile packaging medium, and can-makers have cut and bent it into special shapes for countless special products. They created the can that dispenses camphor ice like a lipstick tube, and adapted it later as a tablet dispenser for Tums. They conceived the deep sunken cover for the asthmatic powder can. You poured the powder into this pan-shaped cover, burned the powder, and inhaled. Another piece of ingenious cancraft was the can for dental floss with a tooth to bite off the length of floss you want to use.

Research, countless hours of it, perfected the shape of these cans, their tops, and their dispensing devices. Further research has been focused on metal finishing, fortifying the can's interior against the chemical action of the product inside. Tin was the first, and probably the greatest of metal finishes. But science has penciled formulas for chemicals that toughen the resistance of tin all the more, that surface some cans that need no tin at all.

These chemical finishes came to the fore in wartime when the Japs seized our tin supplies in the South Pacific. Lacquers pinch-hitted for tin so effectively that one manufactuerr even produced a tinless can for beer. They protected the walls of a can against carbolic acid and the most potent perfume oils. Most of todays' drug and cosmetics cans were actually not "tin cans" at all. As we recover our stock piles of tin, drug and cosmetics cans that need it will once again become "tin cans." When will tin return to plenty? What products need it? The answers rest in the logistics of supply, and the realms of higher chemistry.

The past year has seen metal cans returning to the corner drug store, tin or no tin. To consumers, their

return has been one landmark in the recovery of peace. To the trade, their return is a fresh assertion of something that druggists discovered a century ago.

For a thousand years, medicine dabbled in the chemical voodoo of alchemy, groped for a formula to turn base metal to gold. The nineteenth century druggist became an alchemist of a new feather. His base metal was shaped into a glistening tin can. His gold was the sales persuasion generated from the can's convenience, protection, and thrifty glamor.

Stearyl Alcohol

(*Continued from page 398*)

been described. These are prepared by heating together at 130/170° C. a mixture of the alcohol and of the acid sulphate of N-diethyl-ethylenediamine.

Monoethanolstearyl amine and other amines of a similar nature, also useful as wetting, penetrating, foaming and dispersing agents, can be prepared by heating 50 parts of sodium stearyl sulphate for 5 hours at 150° C. in an autoclave with 60 parts of water and 40 parts of monoethanol amine. The product is, of course, purified before use.

The sodium salts of di-stearyl sulphosuccinate are a further patented product claimed to be of excellent surface-activity. In their manufacture di-stearyl maleate is prepared by esterifying stearyl alcohol with maleic anhydride; the purfied ester is then heated with sodium bisulphite and water yielding a white soapy powder which is very slightly soluble in water.

Products of like function to those just described can be obtained by emulsifying alcohol with alkali caseinate followed by sulphonation.

The sulphuric acid esters of stearyl alcohol have been manufactured by treatment with amino-sulphonic acid; for example stearyl alcohol is heated at 110/120° C. for 20 hours under agitation with amino-sulphonic acid, yielding the ammonium salt of the acid stearyl sulphuric acid ester, an almost colorless powder which dissolves in water to give a clear and strongly foaming solution.

Among the many excellent procedures which exist for the manufacture of surface-active derivatives of stearyl alcohol, the final one to be described is one in which chlorination reactions are involved.

The alcohol is first dissolved in carbon tetrachloride and then treated with chlorsulphonic acid at 30/40° C. While the mass is being agitated gaseous chlorine is lead into the solution which at the same time is exposed to the light of mercury vapor lamps.

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REFERENCES

1. Bulletin of the National Formulary Committee 1945, *13*, 114.
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